Overview

Wealth & Affluent Market Research Platform

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WEALTH & AFFLUENT | MONITOR

Continuous intelligence from retail investors

MARKET INTELLIGENCE

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- ✓ Syndicated research program (since 2003 in U.S. and 2007 in Canada)
- ✓ Large samples of affluent & HNW investing decision-makers
- ✓ Monthly fielding in U.S. / Semi-annual in Canada
- ✓ Comprehensive content
- ✓ Customized deliverables

RELEVANCE

Useful intelligence from affluent and HNW consumers to support your business decisions

Strategic Relevance

The W&AM delivers trended intelligence and implications for your business via annual and quarterly reports. Your subscription also includes a fully customized report and onsite presentation for your organization.

Tactical Relevance

You can add proprietary questions to our tracking questionnaire that specifically address your current business issues.

INSIGHTS

W&AM insights are applied to strategic and tactical decision-making in multiple ways

- Deepen client relationships, improve retention, new client acquisition
- Assess institution and advisor strengths/weaknesses relative to key competitors
- Improve targeting of clients and product cross-sell
- Strengthen market positioning and communications
- Identify goals and concerns and how they differ by client segment
- Predict money flows and track consumer sentiment

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U.S. PLATFORM

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SAMPLE

W&AM samples over 10,000 affluent and HNW consumers each year, facilitating a broad range of segment views.

- ✓ Generations (Millennials, Gen X, Boomers, Silent Gen)
- ✓ Business owners
- ✓ Women decision-makers
- ✓ Advisor orientation (self-directed to advisor reliant)

Core W&AM segments are based on investable assets and income

HNW — **N=3,800** – $1MM or more investable assets

Mass Affluent — **N=5,200** – $250K to <$1MM investable assets

Emerging Affluent — **N=1,800** – Under 45 years old, <$250K investable assets, $125K+ HH income.

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DESIGN

Our modular questionnaire design facilitates extended topical coverage.

- ✓ Monthly covers brands used, consumer sentiment, robo-advisors, core demos;
- ✓ Bi-Monthly content includes advisors and providers;
- ✓ Quarterly content focuses on products and portfolios; cards; client topics
- ✓ Semi-Annual topics include life events; insurance

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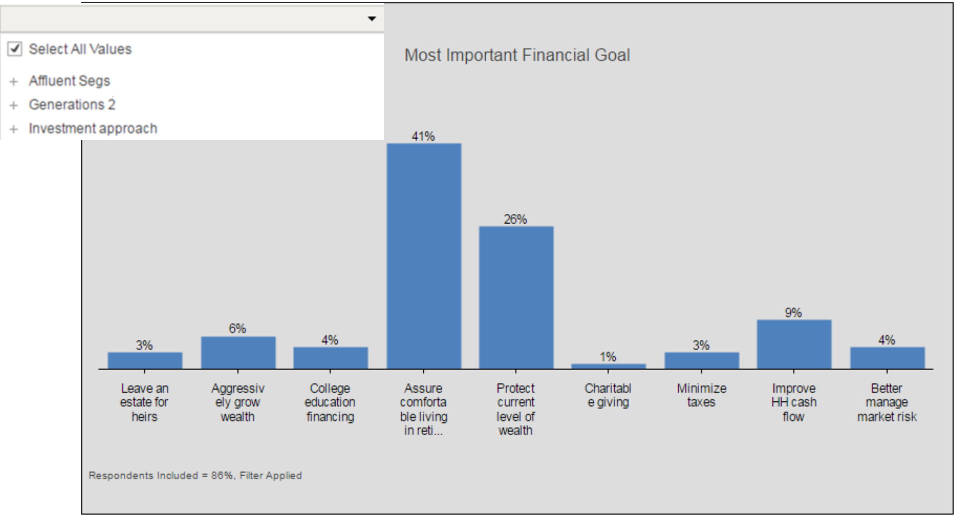
WEB & PPT REPORTING

Phoenix's SIGMA Web interface lets clients quickly access the latest W&AM intelligence through an interactive dashboard, and includes perspectives from our analysts.



PowerPoint reports are provided throughout the year based on the modular deliverables and topics.

WEALTH & AFFLUENT MONITOR

DELIVERABLE OPTIONS

We can customize to your needs.

COMPONENTS

INTELLIGENCE

Monthly

- Investor sentiment & events

Bi-monthly

- Client proprietary questions
  - ~ 3 minutes in length
  - Delivery: custom Web-based interactive dashboards

Quarterly

- Key trends and tracking updates

Annual

- Wealth Management Key Findings Report
- Wealth Management Charts & Tables
- Market Sizing
- Card Market Reports

SUPPORT

Ad-Hoc Analysis

- Up to 24 hrs/ yr

Collaboration

- Team discussions and 'what-if' scenario development

Proprietary Question Development

- Assistance in crafting your proprietary questions

Data

- Raw datafiles available

CANADA PLATFORM

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SAMPLE

W&AM samples about 3,000 affluent and HNW Canadian consumers each year. Segmentation options include:

- ✓ Generations
- ✓ Business owners
- ✓ Women decision-makers
- ✓ Advisor orientation (self-directed to advisor reliant)

Core W&AM segments are based on investable assets and income

HNW — **N=1,000** – $1MM or more investable assets

Upper Mass Affluent — **N=850** – $500K to <$1MM investable assets

Lower Mass Affluent — **N=1,000** – $100K to $499K investable assets

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DESIGN

The W&AM-Canada questionnaire fields twice yearly.

- ✓ Clients have the opportunity to shape content for each questionnaire.

SEMI-ANNUAL FIELD

Fall / Winter

- Fields late November

Spring / Summer

- Fields late May

DELIVERABLE OPTIONS

We can customize to your needs.

Semi-Annual trended reports

Spring / Summer

- Reports in August

Fall / Winter

- Reports in March

Two volumes in each period

- Charts & Tables: Contains charts and tables for all survey questions with quarterly trends
- Key Findings Report – narrative summary of key trends in wealth management and implications.

Custom report

Fully customized report / presentation based on client needs; data drawn from W&AM databases.

Support services

Insert your own proprietary questions in each survey wave; Excel delivery.

Ad-hoc analyses- up to 20 hours per yhear

Raw datafiles available

CONTACT INFORMATION

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