Welcome to Euromoney's 17th annual Private Banking and Wealth Management Survey.

The annual Private Banking and Wealth Management Survey provides a qualitative review of the best services in private banking, by region and by areas of service. The survey is completed by private banks and wealth managers to identify the firms that they consider to be their top competitors.

This questionnaire contains two parts:

Part 1 - Nominations

Questions 1 to 15: To be filled out by a maximum of three senior private bankers/wealth managers per firm, per country. Your responses to these questions will be used to produce the survey rankings and contribute to your own score in categories where your peers have nominated you. Please provide country-specific votes.

Part 2 - Market outlook

Questions 16 to 35: We would like to hear your views on the latest developments in the market. Your responses to these questions are of editorial interest and will not be scored for the survey rankings.

Please submit your response as soon as possible and no later than the deadline of Friday, October 11th, 2019. Please only answer questions relevant to you, or your organisation.

Any queries should be addressed to data@euromoney.com

Please select the country for which you are most qualified provide opinions:

[Country dropdown] If other please specify: [Free text]

Protecting your data

This survey is conducted by Euromoney Data. Your participation is voluntary, and refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled, and you may discontinue participation at any time.

Your personal data and the information you provide will be confidential, and collected, transferred and/or stored in compliance with Euromoney Data's survey privacy statement and survey disclaimer.

Respondents who participate in the survey may be contacted by Euromoney Data: for validation purposes, with survey results and reports, with invitations to participate in the next edition of the survey or related surveys.

To agree to the above terms and conditions and proceed with the survey tick below:*
[X] I agree

Keeping you informed

If you **have not previously registered** with a **Euromoney group** website please tick below so that we can keep you updated with relevant news and insights and other **Euromoney group company** products and services by:

[**X**] Email [**X**] Telephone [**X**] SMS [**X**] Mail

You can also visit our **preference centre** and make more specific selections based on your interests. Of course, you can unsubscribe at any time.

If you **have previously registered** with a **Euromoney group** website and wish to update your marketing preferences, then please visit our **preference centre** to do so.

Privacy Notice **Terms & Conditions**

Euromoney Private Banking and Wealth Management Survey 2020

Your details

First name:

Last name:

Company: --Click here--

If your firm's name is not on the list above please type it here:

Name of local subsidiary if applicable:

Your department:

Professional email address:

Telephone (incl. country & city codes):

Which of the following best describes your job title?

- Country Head of Private Bank
- Regional Head of Private Bank
- Segment Head of Private Bank
- Relationship Manager
- Product Structurer
- Regional Head of Marketing/Communications
- Country Head of Marketing/Communications
- Country Head of Business Development
- Regional Head of Business Development
- Chief Executive Officer
- Other (Please Specify)

Private Banking and Wealth Management Survey 2020

PEER NOMINATION SECTION - COUNTRY LEVEL

We will now ask you which of your competitors are best at providing certain services. When you nominate your competitors for services you provide, you will also increase your own institution's score.

You **must not** nominate your own firm in this section. Self-nominations will be removed from the results and may invalidate your vote. Your score will increase automatically when you nominate your peers for competitive products and services.

Among providers in: Your country

Please nominate the top three firms (excluding your own) in the following categories:

1) Best Private Bank/Wealth Manager Overall

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

2) Best Private Bank/Wealth Manager for Mega High Net Worth Clients (US$250m+):

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

3) Best Private Bank/Wealth Manager for Ultra High Net Worth clients (>US$30m - US$250m):

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

4) Best Private Bank/Wealth Manager for High Net Worth clients (>US$5m - US$30m):

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

5) Best Private Bank/Wealth Manager for Super Affluent clients (US$1m to US$5m):

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

6) Investment Management

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

7) Family Office Services (either independent or department)

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

8) Research and Asset Allocation Advice

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

9) Philanthropic Advice

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

10) ESG/Sustainable investing

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

11) Next Generation

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

12) Capital Markets and Advisory

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

13) Serving Business Owners

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

14) International Clients (serving domestic clients that require access to global markets and global banking)

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

15) Technology

(a) Innovative or Emerging Technology Adoption

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

(b) Data Management and Security in Private Banking and Wealth Management

Best: --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

Euromoney Private Banking and Wealth Management Survey 2020

MARKET OUTLOOK SECTION

16) In 2020 do you expect your private banking/wealth management revenues to be higher, lower or the same as they were in 2019?

- Higher
- Lower
- The same

17) What will be your firm's largest sources of profit in 2020?

Most important --Click here-- ⌄ if other (please specify)

Second: Click here-- ⌄ if other (please specify)

Third: Click here-- ⌄ if other (please specify)

18) Which wealth segment do you feel offers the most growth for your firm?

- Mass affluent (US$1-5m)
- HNW (US$5-30m)
- UHNW (US$30-250m)
- Mega wealthy (US$250m+)

19) Which client type do you feel offers the most growth for your firm?

- Entrepreneurs
- Family offices
- Millennials
- Women
- Other

20) In which three regions will your firm be investing the most resource (offices, staff) in 2020?

Most important: Click here-- ⌄

Second: Click here-- ⌄

Third: Click here—⌄

21) Do you anticipate in 2020 your firm will increase, keep the same, or decrease the number of financial advisors it employs?

- Increase
- Decrease

- Keep the same

22) Which of the areas below will your firm be investing in during 2020?

	More	**Same**	**Less**	**N/A**
Asset management	Tick box	Tick box	Tick box	Tick box
Training	Tick box	Tick box	Tick box	Tick box
Technology	Tick box	Tick box	Tick box	Tick box
Philanthropic advice/sustainable investing	Tick box	Tick box	Tick box	Tick box
Regulatory risk and compliance	Tick box	Tick box	Tick box	Tick box
Cybersecurity	Tick box	Tick box	Tick box	Tick box
Research/CIO capabilities	Tick box	Tick box	Tick box	Tick box
Marketing/Brand awareness	Tick box	Tick box	Tick box	Tick box
Geographic expansion	Tick box	Tick box	Tick box	Tick box
CSR	Tick box	Tick box	Tick box	Tick box

23) Within technology, which area is most important for your firm to innovate?

- Back office – Systems-Client data aggregation
- Middle office - Advisor tools and data
- Cybersecurity
- Front office - Client user experience
- Developing compliance for regtech

24) Which of the digital capabilities below will your firm be investing in during 2020?

	More	**Same**	**Less**	**N/A**
Client onboarding	Tick box	Tick box	Tick box	Tick box
Portfolio management	Tick box	Tick box	Tick box	Tick box
Financial Planning	Tick box	Tick box	Tick box	Tick box
Advisor desktop	Tick box	Tick box	Tick box	Tick box
Regulatory & Compliance	Tick box	Tick box	Tick box	Tick box
Client communication (chat, video, etc)	Tick box	Tick box	Tick box	Tick box

25) What single technological development will cause the biggest change in the industry in the next five years?

26) Regarding sustainable and responsible investing, please tick those below that your firm is offering to clients?

- Sustainable investment funds
- SRI funds
- ESG screening/use of ESG indices
- Impact investment funds
- Tailored impact investments for UHNW clients
- SDG funds or products
- Other (Please specify)

27) Which investment products do you see as having the most appetite from clients in 2020?

- Commodities
- Equity products
- Fixed Income Products
- Hedge funds
- Private Equity
- Real Estate
- Social impact/Sustainable investing
- Structured products
- Other (Please specify)

28) In order to anticipate better and cater to the demands of the Next Generation, what does your firm believe is most important?

- Building a vibrant brand and marketing strategy
- CSR (corporate social responsibility) and sustainability
- Hiring and retaining younger talent
- Developing philanthropic and sustainable/social impact offerings
- Investing in technology and user experience
- Other (Please specify)

29) In response to the world's wealth being controlled by a growing proportion of women, which of the below is your firm planning to do during 2020?

- Create products/services for women(e.g., gender lens products)
- Hire more female advisers
- Internal training around the demands of female clients
- Targeted marketing for female clients
- No plans
- Other (please specify)

If they respond yes to "Hire more female advisers "then this question pops up

30a) You indicated that you are planning to increase your number of female advisors your firm employs -How do you plan to accomplish this?

- Hire female advisors from other firms
- Recruit and train new female advisors

30b) What percentage do you plan to increase your number of female advisors?
0% - 100% sliding scale

31) In your country, which cities/states will you be expanding into in 2020?

32)How many new branches offering Private Banking services have you opened in your country in the past year?

33) Excluding your own, which private bank or wealth manager would you most want to work for?

[Drop down] Other please specify.

To help us segment the responses to the questions above, and learn more about your firm's PB business please provide the figures below at both Global and Country levels.

33. a) Private Client AUM (Country): --Click Here--

33. b) Private Client AUM (Global): --Click Here--

34. a) How many BRANCHES offering Private Banking services do you currently have in your COUNTRY?

34. b) How many BRANCHES offering Private Banking services do you currently have GLOBALLY?

35. a) How many Private Banking STAFF do you currently have in your COUNTRY?

35. b) How many Private Banking STAFF do you currently have GLOBALLY?

36. a) How many Private Banking CLIENTS do you currently have in your COUNTRY?

36. b) How many Private Banking CLIENTS do you currently have GLOBALLY?

37) How many advisors you have in the country you are responding in?

End of Survey

Thank you very much for completing this survey. Results will be published in February 2020 and announced at the Euromoney Private Banking & Wealth Management Awards Dinner. Contact us for more information.

Please forward the survey link www.euromoney.com/PB20 to any colleagues who can provide opinions in other countries.

Respondents who have selected to receive free access to the results will be able to do so from February 2020 until March 2020.

For any questions about this survey please contact: **data@euromoney.com**

Thank you

As a small thank you for participating in this survey we would like to offer you free trial access to one of our popular data products. To receive this offer please follow the link below:

- **Register for free trial access** to Euromoney Country Risk, the consensus-based sovereign risk ranking platform

Also please follow the link below if you would like to receive information on relevant training courses:

- I would like to learn more about related courses offered by **Euromoney Learning Solutions.**