

AFFLUENTIAL WEALTHLENS™ 2024-25

Your Guide To High & Ultra High
Net Worth Individuals

- A strategic insights study to **understand HNWIs and UHNWIs insurance, banking and wealth management opportunities**, identify and profile this core audience, their financial behavior & needs, to optimize your marketing strategies
- Measure and track how the evolution of **consumer confidence** is shaping their insurance and wealth management decisions
- **Benchmark** your brand against competition with the **WealthLens™ Affinity Ranking**
- Designed for **senior management and c-suite** of insurance firms, the report covers **13 International markets** and thousands of HNW and UHNW individuals

TOPIC AREAS

1. Financial Behavior and Advisory Services: Assessing their financial savviness, risk profile, financial goals, and the use of financial advisors. This includes understanding why they choose to use or not use advisors and how they approach investing.

2. Wealth Allocation: Exploring how they distribute their wealth across different investments and whether their strategies have changes due to micro-economic and geo-political trends.

3. Relationship with Financial Service Providers: Investigating whether they are considering changing their financial service providers, and if so, why. This also covers what factors they prioritize when selecting a new financial brand.

4. Engagement and Acquisition Strategies: Identifying effective ways to engage and reach this coveted segment, including uncovering hidden touchpoints and media channels. This also encompasses strategies for acquiring key customer segments.

5. Product Usage and Service Preferences: Examining the types of wealth management products they possess, how frequently they review their portfolios, and their preferences between digital and face-to-face servicing.

6. Research and Investment Trends: Analyzing how they research new financial products and services, their interest in sustainable/ESG investments, and their involvement in alternative or niche investment assets.

Market <i>(additional markets can be commissioned on request)</i>	Sample^(a)
China	500
Hong Kong	300
Singapore	300
Taiwan	300
Japan	300
Korea	300
India	500
Australia	300
USA	500
United Kingdom	300
France	300
Germany	300
UAE	300

Included in the subscription price

DataVault Dashboard for digital analysis and segmentation^(b)

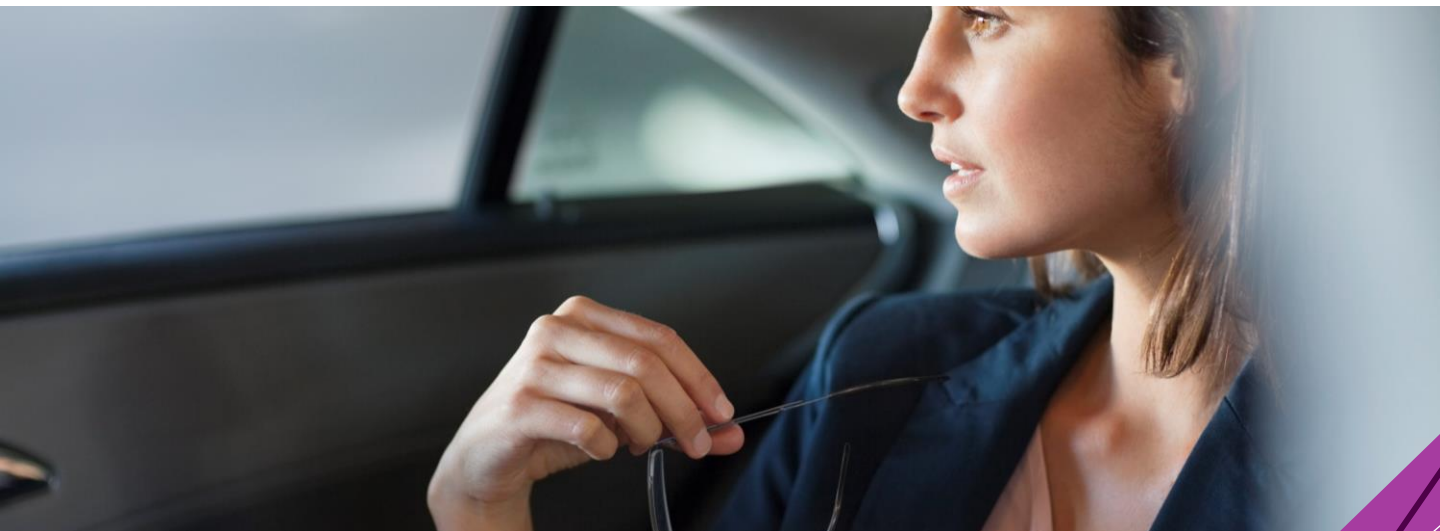
Option to add Custom Questions^(c)

(a) Sample Distribution

- 70% HNW = minimum USD 1 million in deposits and investments held with financial institutions
- 30% UHNW = minimum USD 5 million in deposits and investments held with financial institutions

(b) Inclusive of 2 accounts / licenses – USD 500 for each additional account

(c) Max 2 per market – subject to in-field deadline – USD 1,000 per question / market



For a full list of topics covered and subscription pricing, contact Jason@Agility-Research.com

DataVault™

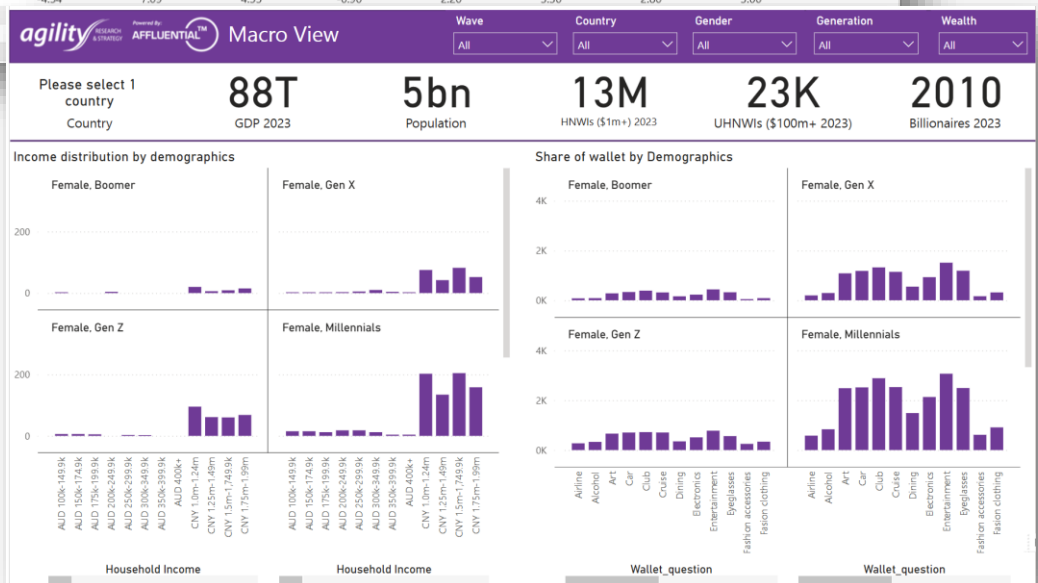
Consumer information analyzed using **Artificial Intelligence**, to provide market predictions and data-driven segmentation. 24/7 data segmentation, cross-tabulate analytics provided through **dynamic dashboards**.

agility RESEARCH & STRATEGY AFFLUENTIAL™ Macro View

Wave: All Country: All Gender: All Generation: All Wealth: All

58 # Countries **88T** GDP 2023 **5bn** Population **13M** HNWs (\$1m+ 2023) **23K** UHNWIs (\$100m+ 2023) **2010** Billionaires 2023

country	Total GDP	GDP Growth 2020	GDP Growth 2021	GDP Growth 2022	GDP Growth 2023	GDP Growth 2024	GDP Growth 2025	GDP Growth 2026	GDP Growth 2027	Migration 2022	Migra
Algeria	195.0bn	-5.10	3.40	3.20	4.20	3.80	3.10	2.50	2.10		
Angola	106.8bn	-5.64	1.20	3.05	0.50	2.60	3.10	3.40	3.50		
Argentina	631.1bn	-9.90	10.72	4.96	-1.60	-2.80	5.00	4.50	3.90	-200	
Australia	1.7tn	-0.33	2.11	4.27	2.10	1.50	2.00	2.10	2.20	3800	
Botswana	20.4bn	-8.73	11.87	5.79	3.20	3.60	4.60	4.00	4.00		
Brazil	1.9tn	-3.28	4.99	2.90	2.90	2.20	2.10	2.10	2.00	-1800	
Canada	2.2tn	-5.04	5.29	3.82	1.10	1.20	2.30	1.90	1.70	1200	
China	18.0tn	2.24	8.45	2.99	0.00	0.00	0.00	0.00	0.00	-10800	
Colombia	343.6bn	-7.25	11.02	7.26	0.60	1.10	2.50	3.00	3.00	-100	
Congo (Dem. Rep.)	15.8bn	1.74	6.20	8.92	0.00	0.00	0.00	0.00	0.00		
Cote d'Ivoire	70.0bn	1.74	7.00	6.74	0.00	0.00	0.00	0.00	0.00		
Egypt	476.7bn	3.55	3.29	6.59	0.00	0.00	0.00	0.00	0.00	-200	
Ethiopia	126.8bn	6.06	5.64	5.32	7.20	6.20	6.50	6.70	6.80		
France	2.8tn	-7.54	6.44	2.45	0.90	0.70	1.40	1.60	1.50	500	
Germany	4.1tn	-3.83	3.16	1.81	-0.30	0.20	1.30	1.50	1.10	200	
Ghana	73.8bn	0.51	5.08	3.08	2.30	2.80	4.40	4.90	5.00	-100	
Greece	217.6bn	-9.32	8.38	5.56	2.00	2.00	1.90	1.70	1.30	1000	
Hong Kong	359.8bn	-6.54	6.44	-3.48	0.00	0.00	0.00	0.00	0.00	-2400	
Hungary	177.3bn	-4.54	7.09	4.55	-0.90	2.20	3.30	2.80	3.00		
India	3.4tn										
Ireland	533.1bn										
Israel	525.0bn										

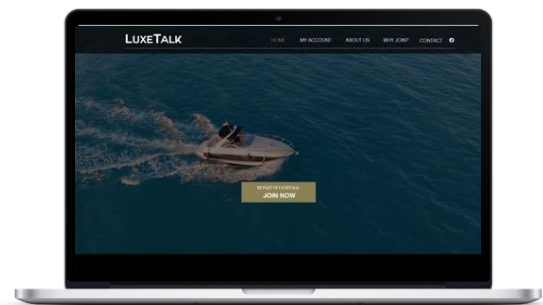


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LUXETALK™

This report is made possible by our **proprietary community of affluent and HNWI individuals**. LuxeTalk™ is an exclusive, closed-door insights community of individuals interested in sharing their thoughts on wealth and luxury in exchange for cash, rewards, or contributions to their favorite charity.



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