

## **TOP TRENDS IN WEALTH MANAGEMENT 2021**

# Unforeseen circumstances demand business resilience



#### Next-level digital transformation

COVID-19 spurring wealth executives to accelerate digital transformation





#### Sustainable investing

Sustainable investing trend accelerated by the pandemic requires WM firms to build required capabilities

## Leverage intelligent solutions to improve customer engagement



**Technology-driven** hyper-personalization

Address evolving HNWI





Easy, dynamic access to

expectations and lock in high-potential customer segments

### Underserved wealth segments

Unique client needs and preferences – women and mass affluent

### Alternative data sources

Paving the way for the future of trading and investment analysis with real-time data

# Adopt an open ecosystem for enhanced go-to-market agility

### **Ecosystem collaboration**

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Open X collaboration to boost capabilities, expand reach, and achieve cost efficiencies

#### **Innovative fee structures**

Devise strategy to attract tech-savvy HNWIs amid FinTech innovation

#### WealthTechs go beyond investment advice

Holistic financial support through value-added services and new products

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