Sail the great wealth transfer

Setting a course to win Next-gen HNWIs



Key Findings: Luxembourg





World Wealth Report 2025 Sail the great wealth transfer





































2014

2015

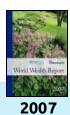
2016







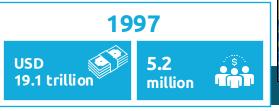




























World Wealth Report 2025: Sail the great wealth transfer

Capturing the 360° voice of the industry



Survey of 6,472 HNWIs across 28 markets, including 5,473 Next-gen HNWIs

(Australia, Belgium, Brazil, Canada, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Luxembourg, Malaysia, Mexico, Netherlands, Qatar, Saudi Arabia, Singapore, South Korea, Spain, Switzerland, Taiwan, Thailand, UAE, UK, USA, Vietnam)



18 tier-1 CXOs across 11 markets

steer the editorial line of the World Wealth Report 2025





We tapped the voice of the Wealth Management industry **Survey of 1,306** relationship managers across

12 markets

(Australia, Canada, France, Hong Kong, Luxembourg, Saudi Arabia, Singapore, Sweden, Switzerland, UAE, UK, USA)

Relationship Manager refers to an individual investor's primary contact/financial advisor

Interview and survey of

50+ WealthTech and tech CXOs across

18 markets

(Australia, Belgium, Canada, France, Germany, Hong Kong, Italy, Japan, Netherlands, Norway, Saudi Arabia, Singapore, Spain, Sweden Switzerland, UAE, UK, USA)





Relationship

managers

Interview and survey of 150+ WM CXOs across 18 markets

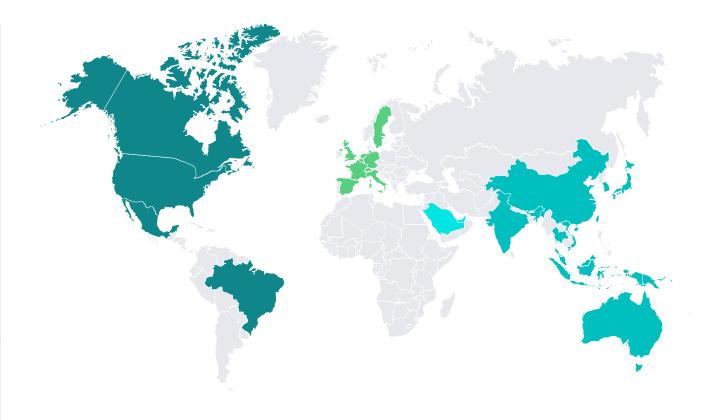
(Australia, Belgium, Canada, France, Germany, Hong Kong, Italy, Japan, Netherlands, Norway, Saudi Arabia, Singapore, Spain, Sweden Switzerland, UAE, UK, USA)

World Wealth Report 2025: Sail the great wealth transfer



Surveys

Surveys	Americas	Еигоре	APAC	Middle east
HNWI	Brazil Belgium		Australia	KSA
6,472	Canada	France	China	Qatar
vs. 3,100 in 2024	Mexico	Germany	Hong Kong	UAE
Baby	USA	Italy	India	
boomers:		Luxembourg	Indonesia	
999		Netherlands	Japan	
Inheritors		Spain	Malaysia	
=Next-gen HNWIs:		Switzerland	Singapore	
5,473		UK	South Korea	
			Taiwan	
			Thailand	
			Vietnam	
WM	Canada	France	Australia	
Executives	USA	Germany	Hong Kong	
141		Switzerland	Japan	
		UK	Singapore	
Relationship	Canada	France	Australia	KSA
Managers	USA	Luxembourg	Hong Kong	UAE
1,306 vs. 700 in 2024		Sweden	Singapore	
vs. 700 III 2024		Switzerland		
		UK		



50+ executive interviews of top wealth management executives

A deep-dive into disposable income and luxury habits of the **HNWIs**





Methodology, key definitions

Market Sizing

HNWI Behavior

Voice of the Industry

Regional statistics fed into Capgemini proprietary market-sizing model (as of December 31, 2024)

Survey of

- 6,472 HNWIs
- including 5,473 Next-gen HNWIs
 Across 28 markets

Wealth Management Executives

- 141 surveyed
- across 10 markets

Wealth managers

- 1,306 surveyed
- across 12 markets

Terms	Definitions			
HNWIs are High Net-Worth Individuals with investable assets of USD1 million or more, excluding their primary residence, consumables, and consumer durables. HNWIs are segmented into three categories based on wealth bands.				
Ultra-HNWIs	Wealth band of HNWIs with investable assets of USD30 million or more			
Mid-Tier Millionaires	Wealth band of HNWIs with investable assets between USD5 million and USD30 million			
Millionaires Next Door	Wealth band of HNWIs with investable assets between USD1 million and USD5 million			
Affluent	Wealth band with investable assets typically between USD 250,000 and USD 1 million			
Mass affluent	Wealth band with investable assets typically between USD 100,000 and USD 250,000			
Mass market	Wealth band with investable assets typically under USD 100,000			

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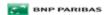


Executive Steering Committee

Wealth Management Firms



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Andressa Auge Head of Strategy Bradesco Principal





Evy Wee Managing Director, Head of Wealth





Kristen Bitterly Global Head, Wealth at Work cîtî



Massy Williams Head of Wealth Management **Vanguard**





Andy Plaisted COO, Private Wealth Management Morgan Stanley PRIVATE WEALTH MANAGEMENT



Nic Dreckmann COO Julius Bär



Rodney Sin Vice Chair. Global client engagement ♠ BANKOFSINGAPORE Asia's global private bank



Laurent Gaillard COO, Pictet Wealth Management **PICTET**

Technology Leaders and WealthTechs



Christine Mar Ciriani President, International Digital Wealth investcloud



Eric Mellor Wealth Management Specialist temenos



Dave Collier Managing Director, Banking and Capital Markets UK Microsoft



Manuel Grenacher CEO UNIQUE



Paul Rossini CEO





Paul Kammerer CCO fincite



Bart Vanhaeren CEO InvestSuite



Elisa Farri Vice President. Head of Capgemini Invent's Management Lab Capgemini 🌩

World Wealth Report 2025 in a nutshell Sail the great wealth transfer



Boost

engagement to drive growth as **interest rates** drop, markets rebound, and **instability** is at its highest

Delight

Next-gen HNWIs by expanding tailored offerings) extending reach, and fostering loyalty during the great wealth transfer

Empower

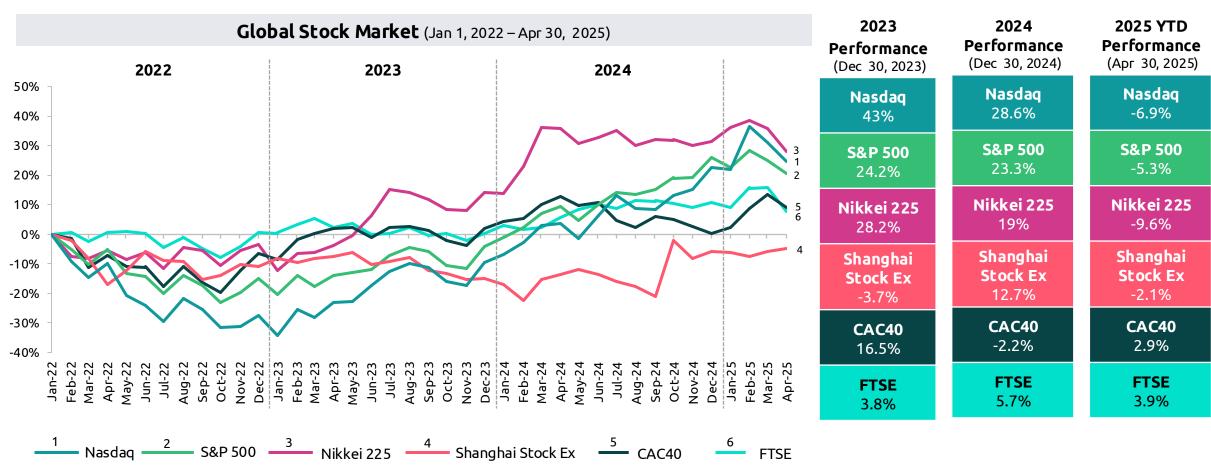
relationship managers with comprehensive capabilities and digital tools enabling optimum client servicing and **retention**





Robust 2024 stock market growth sustained 2023 momentum





Source: Capgemini Research Institute for Financial Services Analysis, 2025.

Stock market reflects global market instability and disparity.

HNWI wealth momentum shows strong growth resisting economic volatility



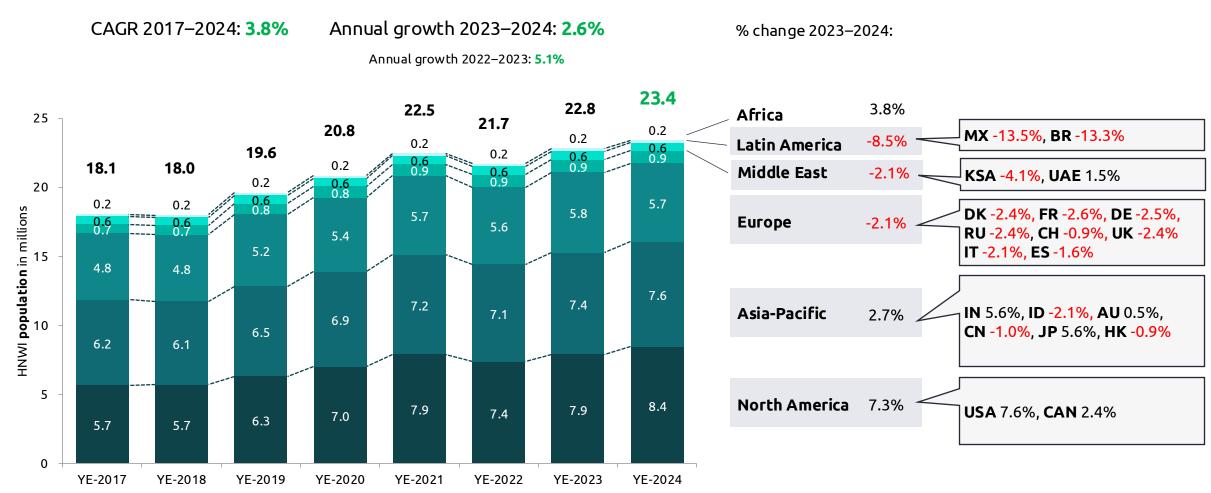
Source: Capgemini Research Institute for Financial Services Analysis, 2025. Note: Chart numbers and quoted percentages may not total 100% due to rounding

Significant wealth growth in 2024 was led by North America, slowly followed by Asia-Pacific.

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HNWI population growth plateaus amid diverging regional trends



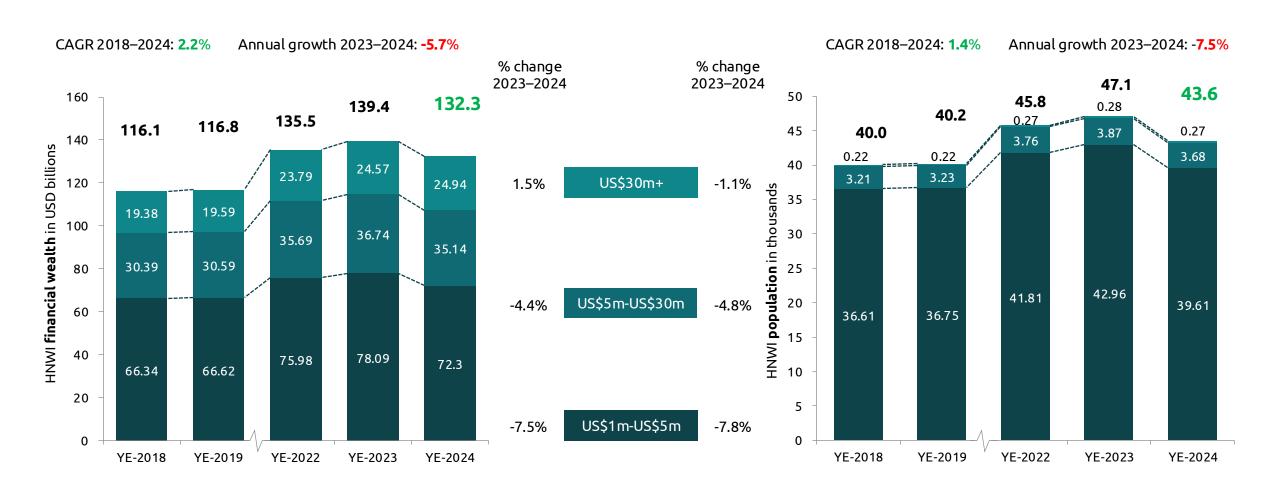


Source: Capgemini Research Institute for Financial Services Analysis, 2025. Note: Chart numbers and quoted percentages may not total 100% due to rounding.

North America leads as two-thirds of global HNWI population advances while one-third recedes.

Luxembourg HNWI wealth and population has declined in 2024 compared to 2023





Source: Cappemini Research Institute for Financial Services Analysis, 2025. Note: Chart numbers and quoted percentages may not total 100% due to rounding.

Wealth and population growth CONCENTRATE around higher wealth bands



		Number of individuals (as of Dec 2024)		Share of HNWI wealth		HNWI population growth 2023-2024		HNWI wealth growth 2023-2024	
		G lobal	Luxembourg	⑤ Global	 Luxembourg	6 Global	 Luxembourg	6 Global	 Lux embourg
	Ultra-HNWI US30m+	234k (1.0% of total)	0.27 k (0.6% of total)	34%	19%	6.2%	-1.1%	6.3%	1.5%
	Mid-Tier Millionaires US\$5m-US\$30m	2,162k (9.2% of total)	3.68k (8.5% of total)	23%	27%	4.2%	-4.8%	4.3%	-4.4%
	Millionaires Next Door US\$1m-US\$5m	21,017k (89.8% of total)	39.61 k (90.9% of total)	43%	55%	2.4%	-7.8%	2.6%	-7.5%

Source: Capgemini Research Institute for Financial Services Analysis, 2025. Note: Chart numbers and quoted percentages may not total 100% due to rounding.

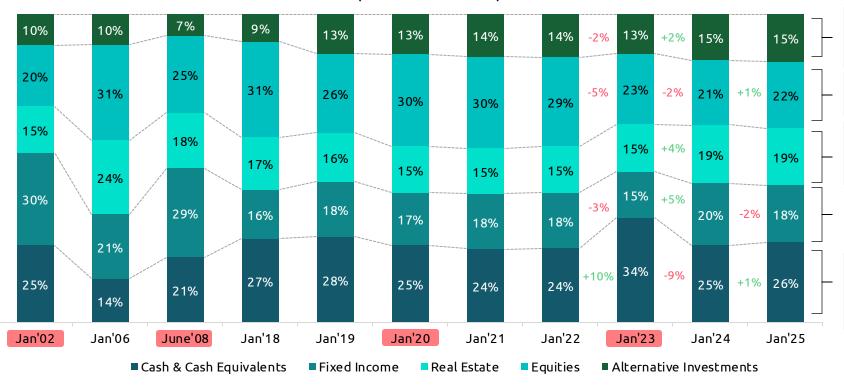
Ultra-HNWIs gains outsize other wealth bands in 2024 as the wealthy stay resilient to market volatility.



HNWI asset allocation reflects the strategic BALANCE between capital PROTECTION and HIGH-RETURN opportunity

Change in asset allocation

(Jan 2002-Jan 2025)



Alternatives retained their allocation with increased investor **access to private credit** offerings and **returns from cryptocurrencies**

Global stocks allocation increased as equity markets **continued their growth momentum**

Real estate sustained its allocation as **prices grew nominally** and **transaction volumes cooled** with financing rates remaining elevated

Fixed income investment allocation normalized as **underwhelming bond market returns** escalated HNWI investor scepticism

Cash & cash equivalents allocation increased marginally as HNWI investors continue to be wary of market volatility from trade and geopolitical tensions



-#% +#% Percentage change in investments

Alternative investments include commodities, currencies, private equity, hedge funds, structured products, and digital assets Fixed income includes bonds, fixed annuities

Cash & cash equivalents include savings deposits, money market funds

Real estate include directly owned residential properties (excluding the primary residence)

Sources: Capgemini Research Institute for Financial Services Analysis, 2025; World Wealth Report 2025 Global High Net Worth Insights Survey, N=6,472.

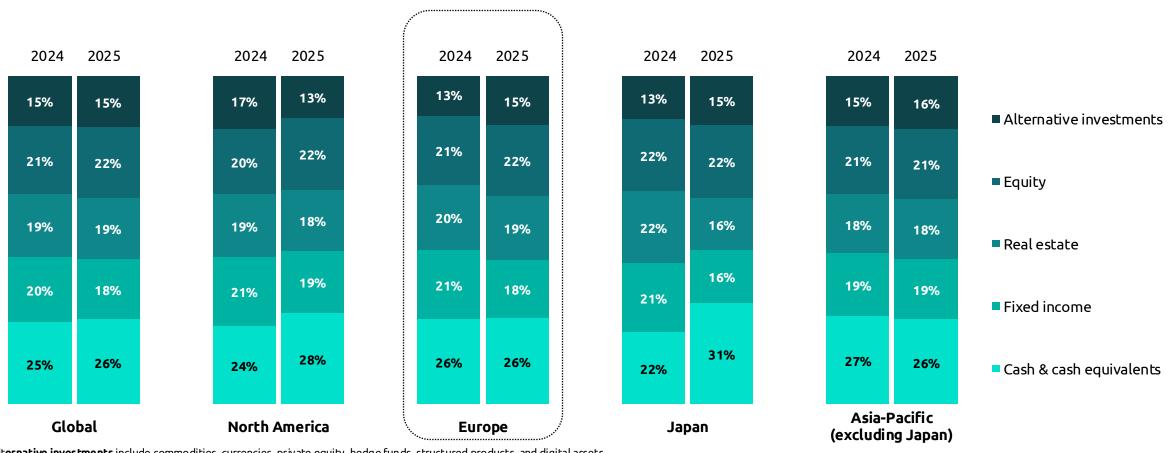
Note: Chart numbers and quoted percentages may not total 100% due to rounding

As economies rebound and markets highly volatile, asset allocation is quite the same as January 2024.

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Alternative investments have gained in Europe HNWI portfolios





Alternative investments include commodities, currencies, private equity, hedge funds, structured products, and digital assets **Fixed income** includes bonds, fixed annuities

Cash & cash equivalents include savings deposits, money market funds

Real estate include directly owned residential properties (excluding the primary residence)

Sources: Capgemini Research Institute for Financial Services Analysis, 2025; World Wealth Report 2025 Global High Net Worth Insight survey, n=6,472

Note: Chart numbers and quoted percentages may not total 100% due to rounding

Asset allocations shifted in 2025 as Europe HNWIs pursued higher returns.

The great wealth transfer is underway



3 FUNDAMENTAL FACTORS SHAPING WEALTH TRANSFER

The wealth



As per Cerulli Associates, USD 62 trillion

to be transferred worldwide among **HNWIs** through 2048¹

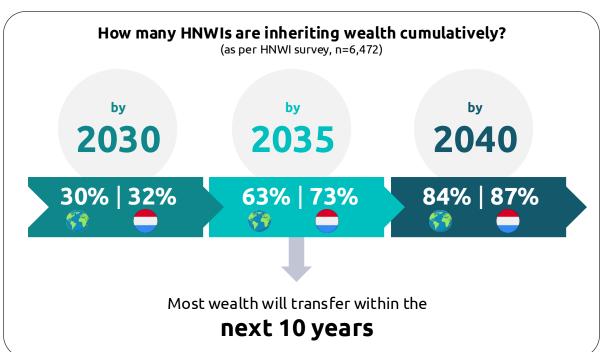
Capgemini Research Institute for Financial Services Analysis, 2025.



As per UBS, USD 83.5 trillion

to be transferred worldwide across wealth bands through 2048²

of which, USD 6.3 trillion transferred among billionaires till 2040³

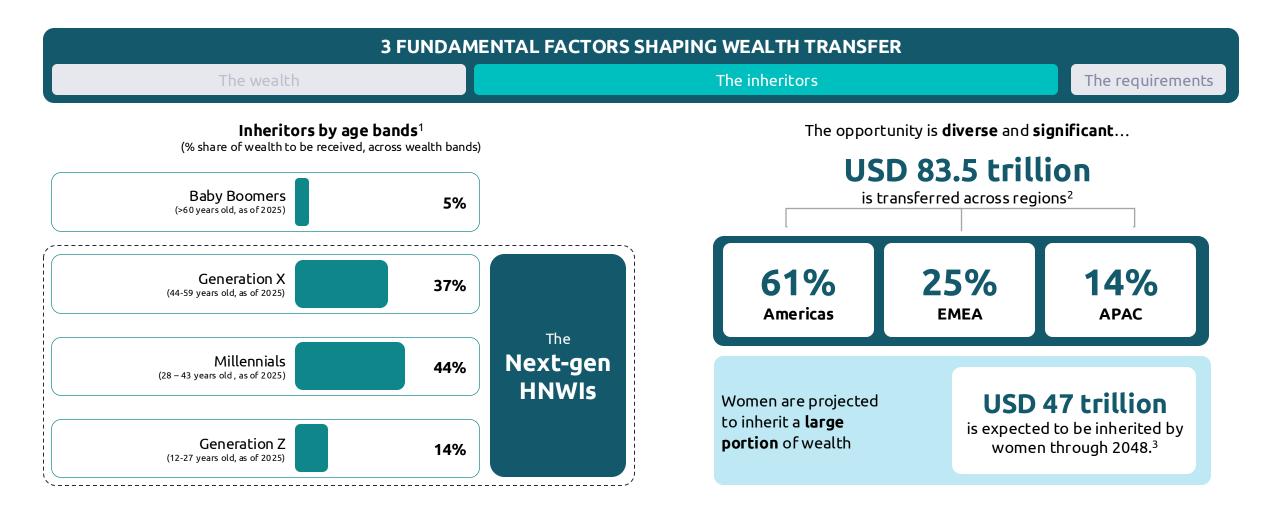


Sources: 1. Cerulli Associates, 2. UBS Global Wealth Report 2024, 3. UBS Billionaire Ambitions Report 2024, and

Act now to retain or gain AuM.





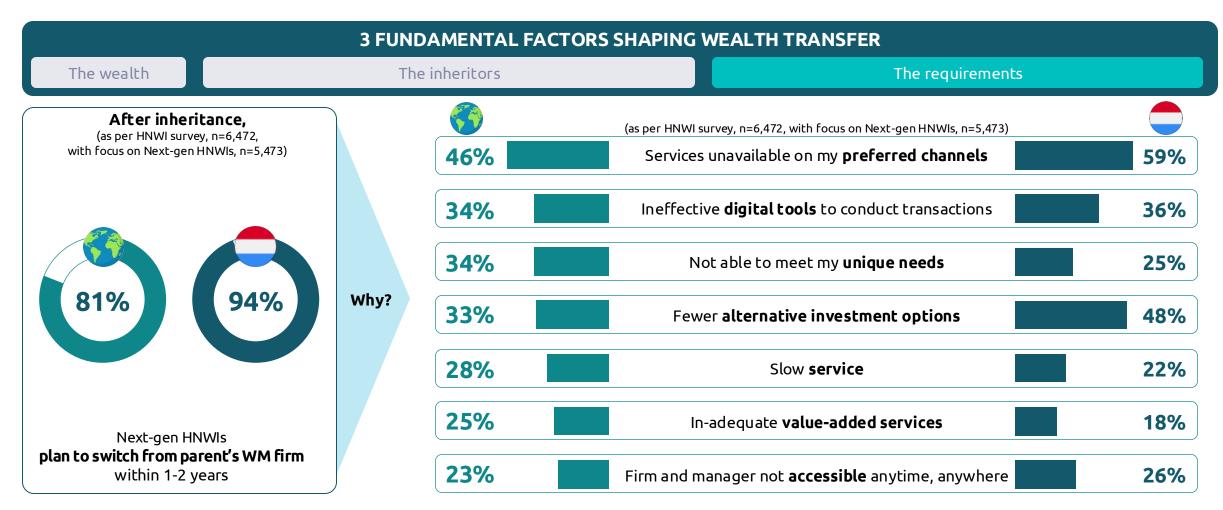


Source: 1. Citywire: 2. UBS Global Wealth Report 2024; 3. Cerulli; and Capgemini Research Institute for Financial Services Analysis, 2025.

To retain AuM and sustain revenue growth, WM firms need to adapt to shifting customer demographics.

Next-gen HNWIs seek change, as reflected by their diverse needs





Source: Capgemini Research Institute for Financial Services Analysis, 2025.

WM firms cannot risk losing high-value Next-gen HNWI clients.



Risk of Next-gen HNWI loss drives AuM instability, dampens revenue growth!

For revenue growth, WM firms need stable AUM

(as per WM Executive survey, n=141)



and...



67%

of WM firms are focused on engaging and retaining **Next-gen HNWIs**

... yet, WM firms face obstacles

Where are WM firms?

(as per WM Executive survey, n=141)



38%

struggle to navigate the wealth transfer because they don't understand beneficiaries' needs...



58%

are **challenged** to build Next-gen HNWI relationships.

And firms delay decision-making



offer segment-specific tailored offerings for Next-gen HNWIs.

Source: Capgemini Research Institute for Financial Services Analysis, 2025.

WM firms can sustain revenue growth by bolstering engagement with Next-gen HNWIs and retaining relationship managers.

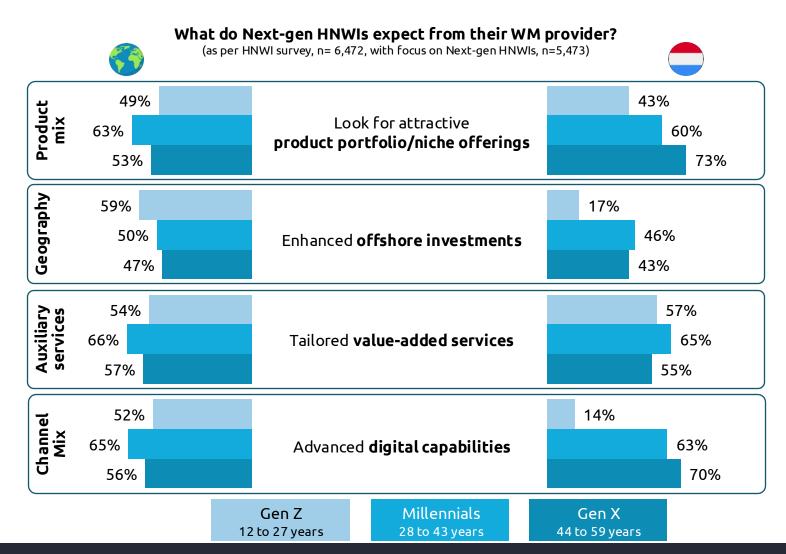


Start now to foster stronger connections with Next-gen HNWIs



What is the top objective of HNWIs in 2025? (as per HNWI survey, n=6,472)

Wealth preservation **Baby Boomers** VS Wealth growth **Next-gen HNWIs**



Source: Capgemini Research Institute for Financial Services Analysis, 2025

Understand the unique preferences of Next-gen HNWIs to keep them engaged.

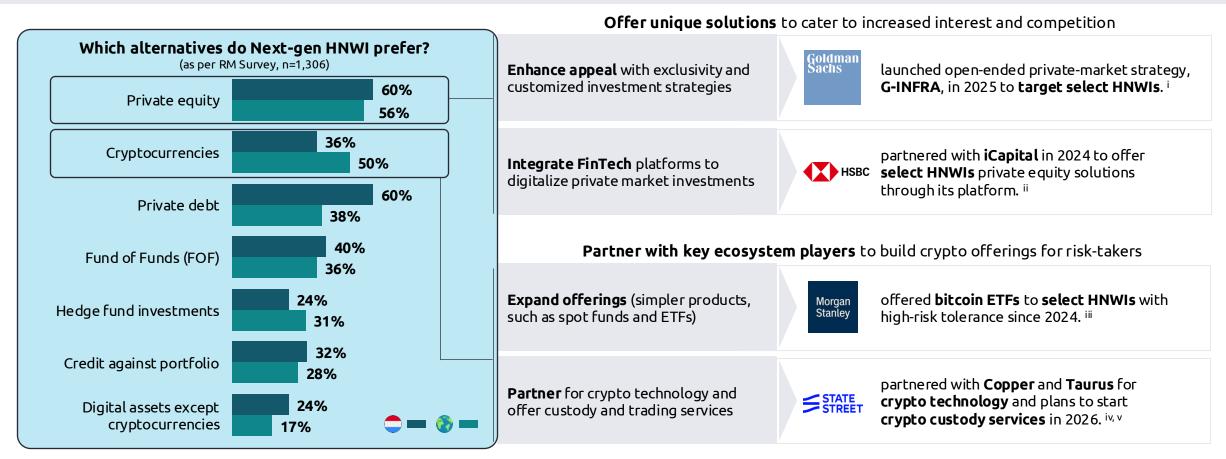
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Product mix Geography Auxiliary services Channel Mix



Next-gen HNWIs explore NEW ASSET CLASSES, to diversify investments

88% of RMs say **Next-gen HNWIs** are more interested in **alternatives** than Baby Boomers



Source: Capgemini Research Institute for Financial Services Analysis, 2025; i. Goldman Sachs ii. HSBC iii. The Paypers iv. Ledgerinsights v. Reuters.

Alternative investment products differentiate wealth management firms within a highly competitive space.

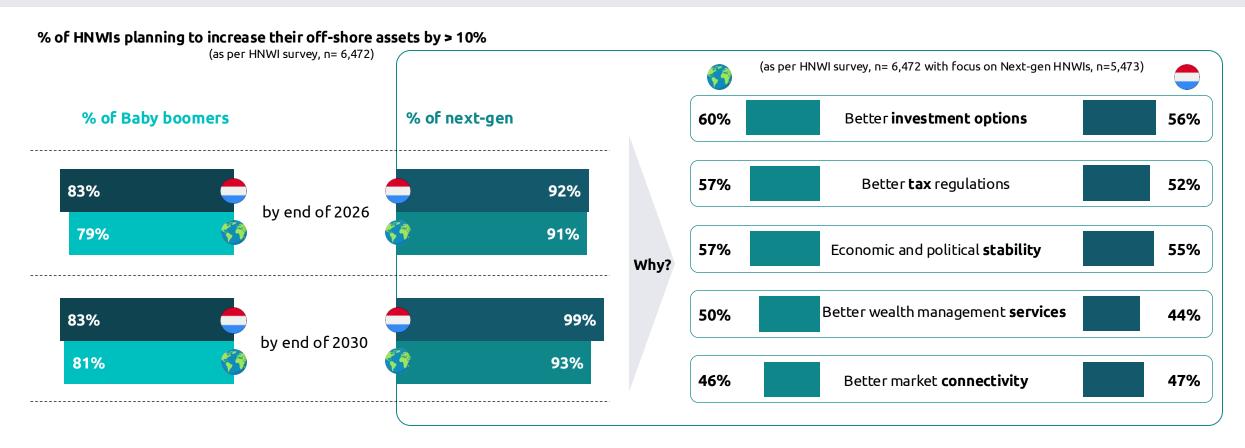
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Product mix Geography



Next-gen HNWIs seek OFFSHORE INVESTMENTS for superior prospects, beyond just tax benefits

1 in 3 RMs in Luxembourg said Next-gen HNWIs show more interest in offshore investments than those passing on their wealth. 1



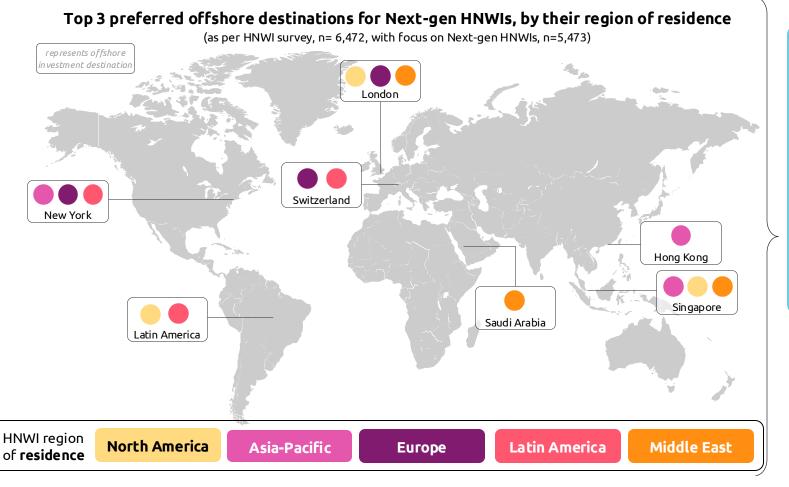
Source: 1. World Wealth Report 2025 Global Relationship Manager Survey, N=1,306 Capgemini Research Institute for Financial Services Analysis, 2025.

Offering offshore investment options in select locations is necessary to meet growing demand.

Product mix Geography Auxiliary services Channel Mix



Preferences for desired offshore location vary by region



Singapore, Hong Kong, UAE, and **Saudi Arabia**, are gaining popularity as emerging offshore locations

Yet

(as per WM Executive survey, n=141)



26%

of WM firms plan to **focus**on emerging offshore
locations in the
next 12 months.

(as per RM survey, n=1.306)





50% | 40%

of RMs say a lack of capabilities in emerging offshore locations will drive Next-gen HNWIs to alternative firms.

BARCLAYS

announced a **Private Bank**booking center in
Singapore by 2026 for
UHNWI wealth advisory.

Rothschild & Co

expanded wealth management services in **Dubai** for **UHNWI clients** in 2024. ii

Source: Capgemini Research Institute for Financial Services Analysis, 2025; i. Barclays; ii. Rotschild & Co.

Next-gen HNWIs favor offshore investments in traditional wealth hubs and beyond. WM firms expanding offshore booking centers gain competitive edge in Next-gen HNWIs engagement.

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Product mix Geography Auxiliary services Channel Mix

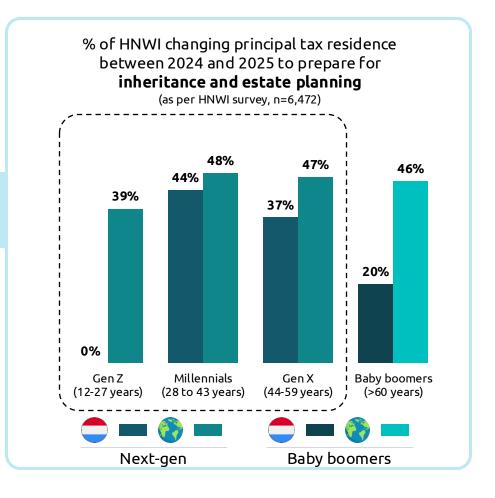


As wealth begins to change hands, ESTATE PLANNING becomes an in-demand value-added service

Financial value-added services

As ranked by Next-gen HNWIs (as per HNWI survey, n= 6,472, with focus on Next-gen HNWIs, n=5,473)

- 1 Investment management
- 2 Inheritance/estate planning
- 3 Tax planning
- 4 Real estate investment advice
- 5 Retirement planning



Vanguard

partnered with Vanilla in 2024 to offer digital estate planning tools for UHNWIs.ⁱ



launched a white-label solution in 2023 to offer digital legacy and asset management services.ⁱⁱ

Source: Capgemini Research Institute for Financial Services Analysis, 2025 i. Vanguard, ii. AssetPass.

WM firms need digital platform partnerships to modernize estate planning.

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Auxiliary services Channel Mix Geography

Medical care

Cybersecurity

security

Personal and home

Art, collectibles

Event booking

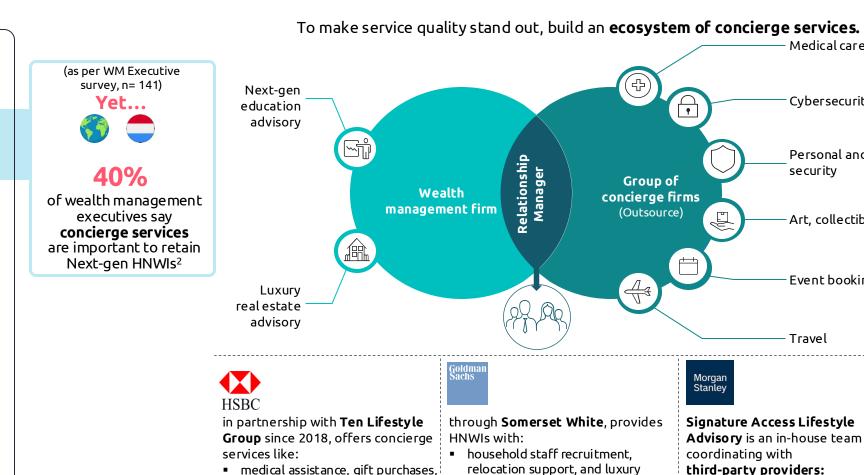
Travel

Engage Next-gen HNWIs by offering concierge services

Non-Financial value-added services

As ranked by Next-gen HNWIs (as per HNWI survey, n= 6,472, with focus on Next-gen HNWIs, n=5,473)

- Concierge services
- Lifestyle building
- Aggregated view of multi-jurisdiction investments
- Networking opportunities
- Philanthropic services



travel planning. iii

Source: Capgemini Research Institute for Financial Services Analysis, 2025; i. HSBC, ii. Ten iii. Goldman Sachs iv. Morgan Stanley.

A unified ecosystem—whether in-house or through partners—empowers WM firms to redefine concierge services.

and limousine bookings. i,ii

World Wealth Report 2025 | Keyfindings | Luxembourg

 healthcare and security, home advisory, travel, aircraft advisory.iv Product mix Geography Auxiliary services Channel Mix



Next-gen HNWIs mix interactions across DIGITAL and face-to-face meetings

Baby boomers prefer face-to-face meetings for **78%** of the tasks. **Millennials** prefer **mobile apps** over video calls for simpler tasks (transactions and portfolio access).

		RM interaction			Digital interaction	
(as per HNWI survey, $n=6,472$, with focus on Next-gen HNWIs, $n=5,473$)		ធ្វីដើ Face to face	Phone call	[<u>[</u>] Video call	☐ Website	Mobile app
	Searching	14%	14%	21%	33%	17%
Strategize	Onboarding	13%	17%	23%	31%	16%
50.0009.20	Advice (portfolio building)	16%	17%	23%	27%	17%
	Managing queries and concerns	14%	19%	23%		15%
Engage	Executing transactions	13%	16%	22%		20%
9090	Accessing portfolios	10%	15%	22%	1	19%
	Market updates	10%	17%	23%		17%
Grow	Personalized updates	10%	16%	21%	34%	18%
	Expert advice	16%	18%	24%	27%	15%
2 nd preferred 2 st preferred channel channel channel channel						

(as per WM Executive survey, n=141) of wealth management executives say Next-gen HNWIs prefer digital-first services for retention.2 Yet (as per RM Executive survey, n=1,306) of RM says their firms lack seamless omnichannel experiences and self-service platforms, risking client attrition.3

WM firms that deliver a seamless digital experience with the RM at the center, effectively engage Next-gen HNWIs.

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Product mix Channel Mix

RMs are the critical piece in solving the Next-gen HNWI LOYALTY and **CONNECTION** puzzle

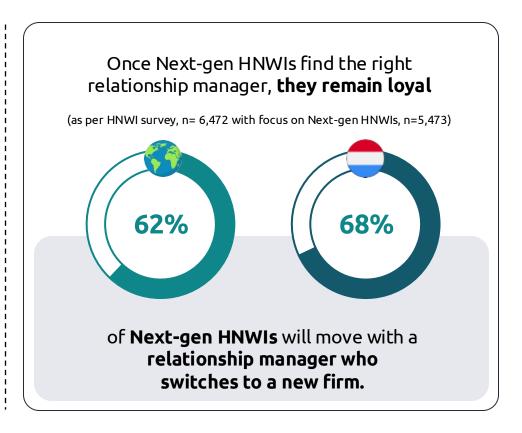


(as per HNWI survey, n = 6,472 with focus on Next-gen HNWIs, n = 5,473)

Next-gen HNWIs face challenges with RMs due to insufficient reporting, slow updates, and lack of personalized advice based on their financial needs.

Hence, finding the right RM is essential

Next-gen HNWIs consider a quality relationship manager pool as an important criteria to choose wealth firm.



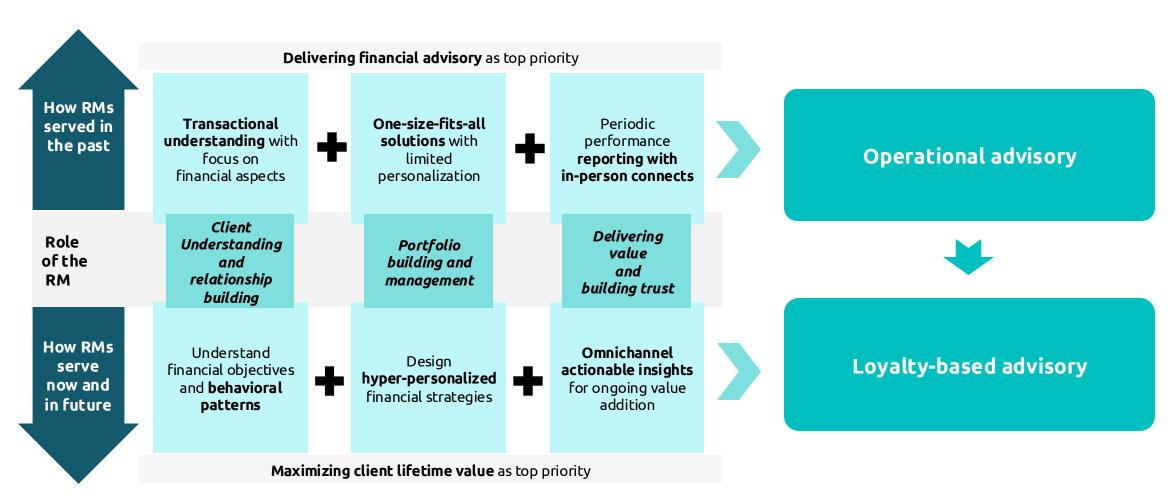
Source: Capgemini Research Institute for Financial Services Analysis, 2025.

Play matchmaker between RMs and Next-gen HNWIs; and retain RMs to capitalize on the wealth transfer.



WM firm capabilities have not evolved FAST ENOUGH to support their RMs





Source: Capgemini Research Institute for Financial Services Analysis, 2025.

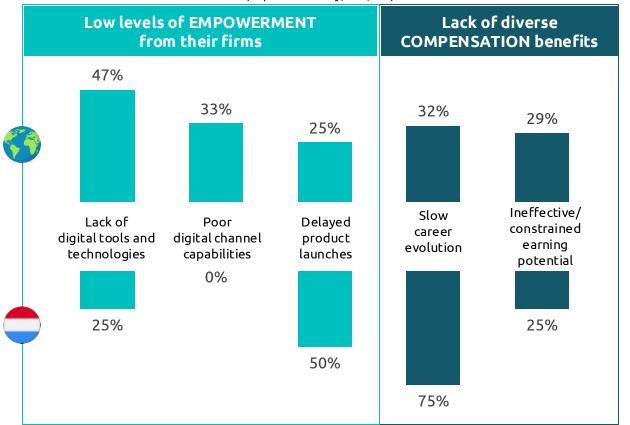
Equip RMs with the necessary tools and capabilities to deliver the personalized products and services demanded by today's clients.

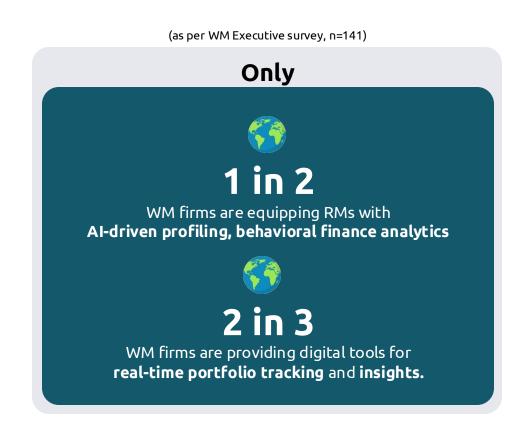
WM firm capabilities have not evolved to support their RMs



% of RMs dissatisfied with...

(as per RM survey, n=1,306)





Source: Capgemini Research Institute for Financial Services Analysis, 2025.

yet

The departure of unhappy RMs poses a high risk to WM firms

leading to...

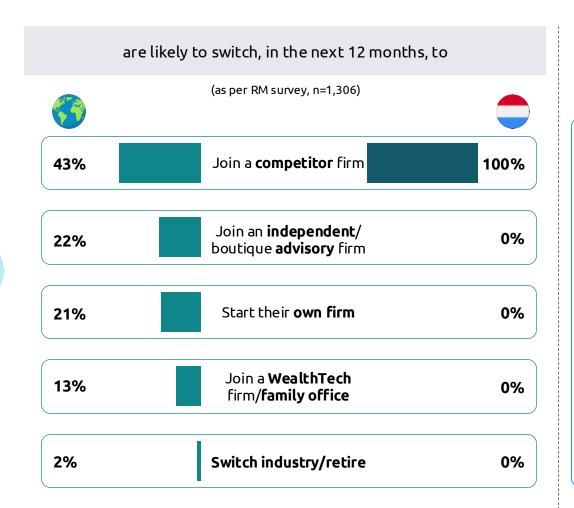


RMs do not feel **EMPOWERED** to best serve their clients

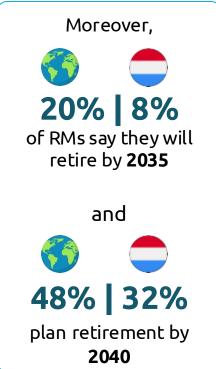
(as per RM survey, n=1,306)



is **dissatisfied** with their firm's tools and services to support Next-gen HNWIs and navigate wealth transfer



(as per RM survey, n=1,306)

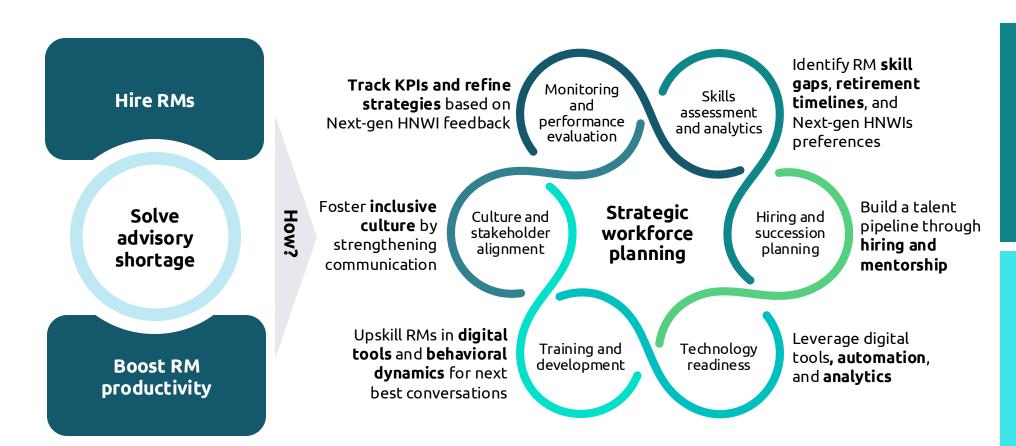


Source: Capgemini Research Institute for Financial Services Analysis, 2025.

Firms that act now can address the dual challenge of RMs switching and retiring in a highly constrained talent market.

'Build your RM team', diversify and upskill it to create more business impact





Where should WM firms focus? (as per WM Executive survey, n=141)



firms overlook automated workflows, RM training on digital channels and peer mentorship, impacting productivity and communication.



2 in 3 don't equip RMs with behavioral finance training

Source: Capgemini Research Institute for Financial Services Analysis, 2025.

Firms that actively align their RMs with targeted training and support unlock their full potential.

Empower your RM team through an adaptive framework to create value



Assisting **RMs**

Human-led. technology supported systems

Tools and capabilities

Agentic-AI enabled wealth platform

Conversational advisorv. on-demand

Business Impact

Advisor efficiency accelerator for customized services as **segment-of-one**

Faster decisions through actionable insights



Augmenting RMs

AI and analytics **support** for effective client communication

Smart **meeting preparation** for client connects

On-call intelligence with live transcripts and contextual insights during client connects

Engaging and **actionable** client interactions

Effortless follow-ups to drive conversion and value creation



Automating RM workflows

Minimal human intervention to boost operational efficiency

Agentic Al with autonomous decision-making

Business process automation with Al

Simplified and automated research & business operations

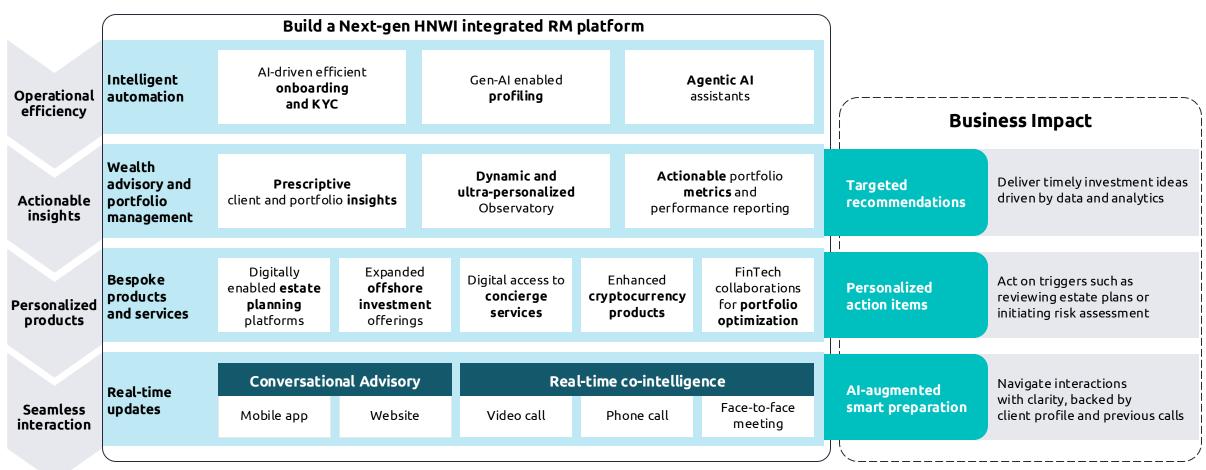
Efficient and autonomous **legal** and risk compliance

Source: Capgemini Research Institute for Financial Services Analysis, 2025.

Smarter integration of AI and analytical capabilities empowers RMs to serve every client as a segment-of-one.



Empower your RM team with an integrated platform to deliver PERSONALIZED and REAL-TIME advice



Source: Capgemini Research Institute for Financial Services Analysis, 2025.

Firms unlock value by enabling proactive, data-driven engagement through Next-gen platform.

Reimagined capabilities + Empowered RMs = Loyal Next-gen HNWIs

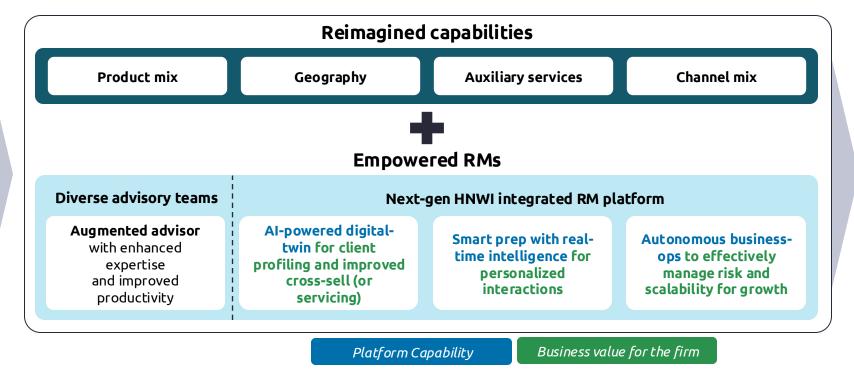




WM Firms

Targeted capabilities

- Hyper-personalized customer service
- Seamless integration of internal and partner capabilities
- Omnichannel strategy to drive engagement



PRR

Loyal clients across generations

Delivered value

- Tailored investment options across assets and regions
- Real-time ondemand services: estate planning and concierge services
- Unified, and intuitive experience across channels

Source: Capgemini Research Institute for Financial Services Analysis, 2025.

WM firms safeguard AuM and revenue growth by equipping RMs with tools to boost value for Next-gen HNWIs.

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World Wealth Report 2025 Sail the great wealth transfer



Boost

engagement to drive growth as **interest rates** drop, markets rebound, and **instability** is at its highest

Delight

Next-gen HNWIs by expanding tailored offerings) extending reach, and fostering loyalty during the great wealth transfer

Empower

relationship managers with comprehensive capabilities and digital tools enabling optimum client servicing and **retention**



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