

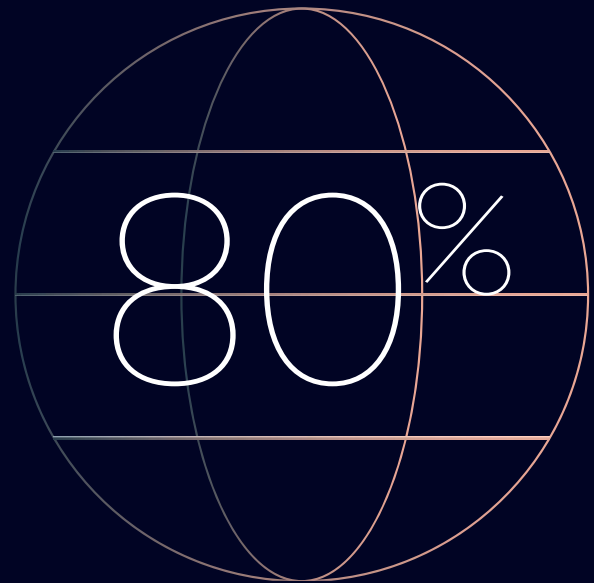
World Shaping Wealth

Switzerland leads by example

Among ultra high net worth (UHNW) individuals in Switzerland, there is little doubt that private wealth has a critical role to play in ensuring a better today and tomorrow for the world.

Our new [report](#) based on recent research among 215 UHNW individuals and 225 of their advisers, explores the aspirations and motivations driving the deployment of private wealth today and in years to come.

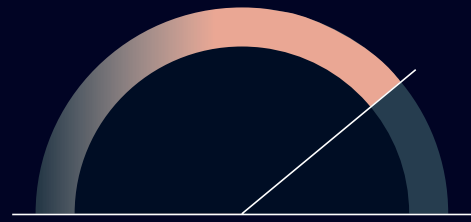
UHNW individuals in Switzerland agreed they have a responsibility to use their wealth to solve some of the world's biggest challenges. A majority are committed to helping lay the foundations for a positive future, identifying key investment opportunities in industries of the future, such as life sciences and cleantech, as a vital lever for wealth creation.



Compared with a global average of 66%, 80% of Swiss UHNW individuals make commitments to ESG investments.

Swiss UHNW individuals also stand out for their commitment to ESG investments, with 80% of those surveyed looking to make their impact here, against a global average of 66%. To achieve these ambitions, the majority of individuals in the region are proactively establishing connections with leaders and governments, supporting new policies and shaping plans to tackle world environmental issues.

With all of their efforts invested in finding world solutions with their wealth, it doesn't leave much room for family, but the data uncovers that 79% of UHNW individuals in Switzerland are ok with that. They're less interested in transferring wealth to their families through succession planning with just 21% regarding this as a priority. The majority are planning long term for the future, for everyone, and are channelling more money into charity, foundation trusts and philanthropy.



79%

79% of Swiss UHNW individuals are prioritising passing wealth to charity foundation trusts and philanthropy, compared to the global average of 77%.



Our research reveals that Switzerland's UHNW individuals are the most responsible and most committed to using their wealth to tackle global issues.

We can see that Switzerland's wealthiest are determined to use their wealth to make an impact on a global scale and are looking to achieve this by investing in ESG and the fast-growing industries of the future. This is likely to impact other markets and organisations around the world, as they expand their investment portfolios and philanthropic commitments in other regions.

Nick Warr | Head of International Private Wealth

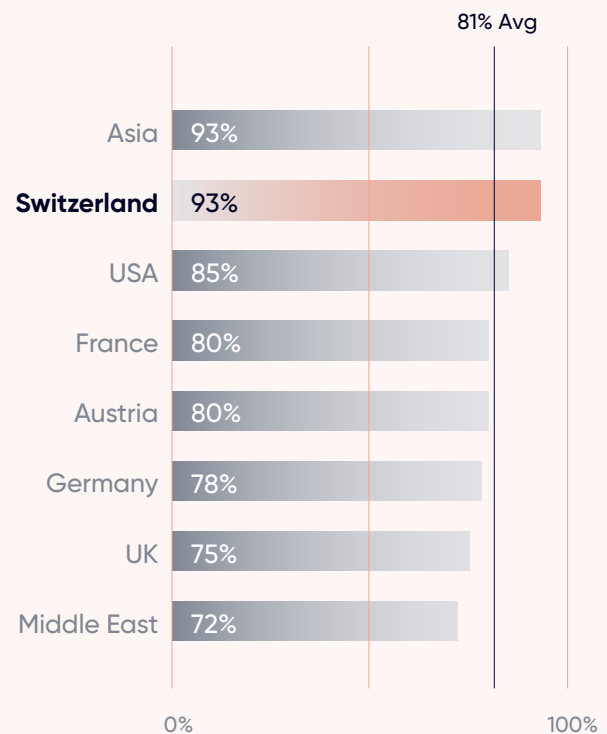


Key findings for Switzerland

The changing face of private wealth

The face of private wealth is changing, with a new generation of self-made wealth creators dominating the market. Today's UHNW individuals are politically and socially engaged and Switzerland has the highest proportion of UHNW individuals of all markets studied, focused on using their own wealth to power the next economy.

Our research revealed that 93% of UHNW individuals in Switzerland believe that they have a responsibility to use their wealth to solve important global problems, including environmental issues, public health crises and conflicts. Along with Asia, this was the joint highest of all markets surveyed.



Additional findings

60%



60% of UHNW individuals in Switzerland consider the effect that geopolitical issues can have on their wealth and proactively seek advice to protect it from those impacts. This is below the global average of 67%.

73%



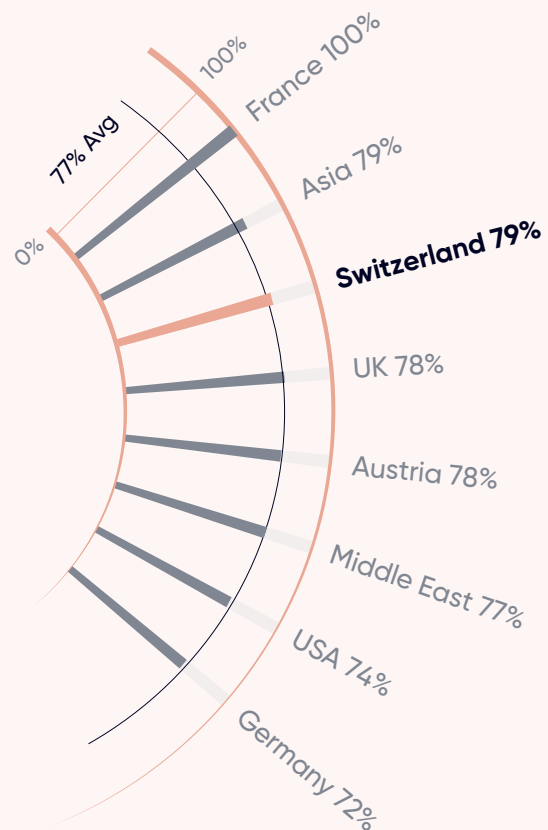
73% say that they are actively engaged with leaders and governments on global issues, above the global average of 62%.

Key findings (continued)

Leaving a legacy of positive change

This new breed of UHNW individuals are considering how they can use their wealth to make lasting change that they will be remembered for.

The majority of UHNW individuals in Switzerland are taking a wider view, passing wealth primarily to charity, foundation trusts and philanthropy. Marginally higher than the global average of 77%.



Additional findings

47%

"Creating a legacy that I will be remembered for" came out as the number one consideration for 47% of UHNW individuals in Switzerland, compared to 50% globally.

21%

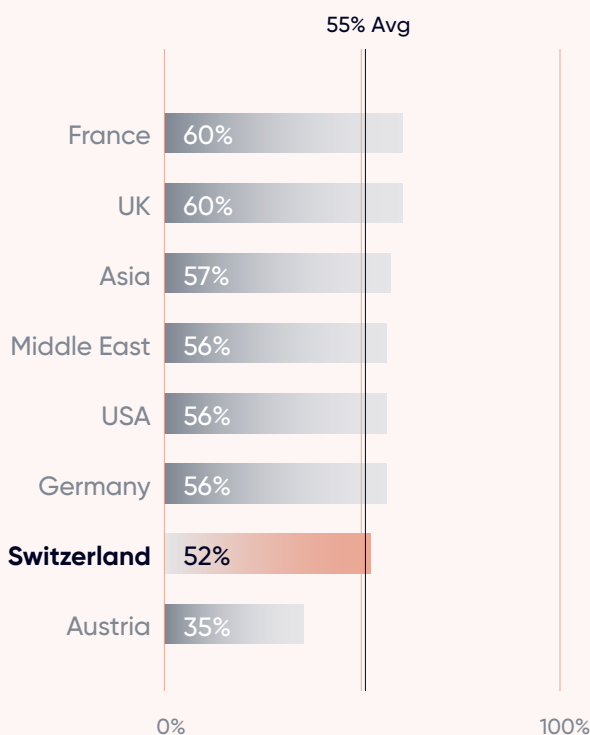
21% are focusing their succession planning on their family, slightly less than the global average of 23%.

Key findings (continued)

Investing for impact

In their quest to create a positive legacy, UHNW individuals around the world are investing in ESG funds and directing their wealth towards some of the greatest global issues we are facing.

52% of Swiss intermediaries also believe we will not achieve the Sustainable Development Goals (SDGs) by 2030 unless future UHNW individuals help close the private sector financing gap by investing alongside institutional investors. This is slightly lower than the global average of 55%.



Additional findings

80%

80% of Swiss UHNW individuals said using their wealth to power the next economy is important to them, joint highest with France and above the global average of 65%.

80%

80% of UHNW individuals also want to use their wealth to help mitigate the impact of a future pandemic. This compares to 73% globally.

73%

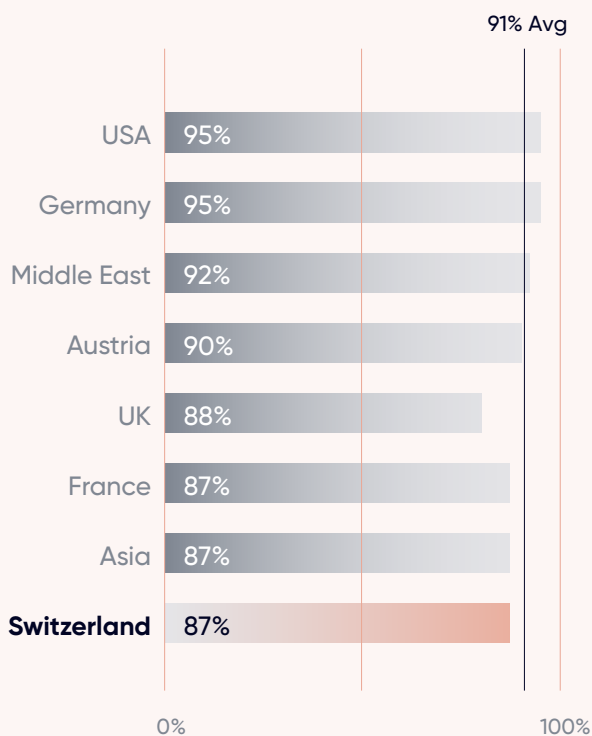
Investment in these areas has the potential for more profit, as well as a greater purpose, with 73% believing that ESG investments will be central to growing their future wealth. What's most interesting is that this is just below the global average of 74%. This could mean one of a few things – their portfolios are more varied, their investments are more profitable or there is a level of discomfort about the risk involved with some ESG investments.

Key findings (continued)

Wealth barriers and drivers

UHNW individuals in this market are hands-on when it comes to generating their wealth, but against a backdrop of increased legislation and geopolitical and economic volatility, many are struggling to protect their wealth.

87% of Switzerland's wealthiest describe themselves as active wealth creators identifying their own investment opportunities to grow their wealth, whereas only 13% leave their wealth management entirely to the experts.



Additional findings

87%

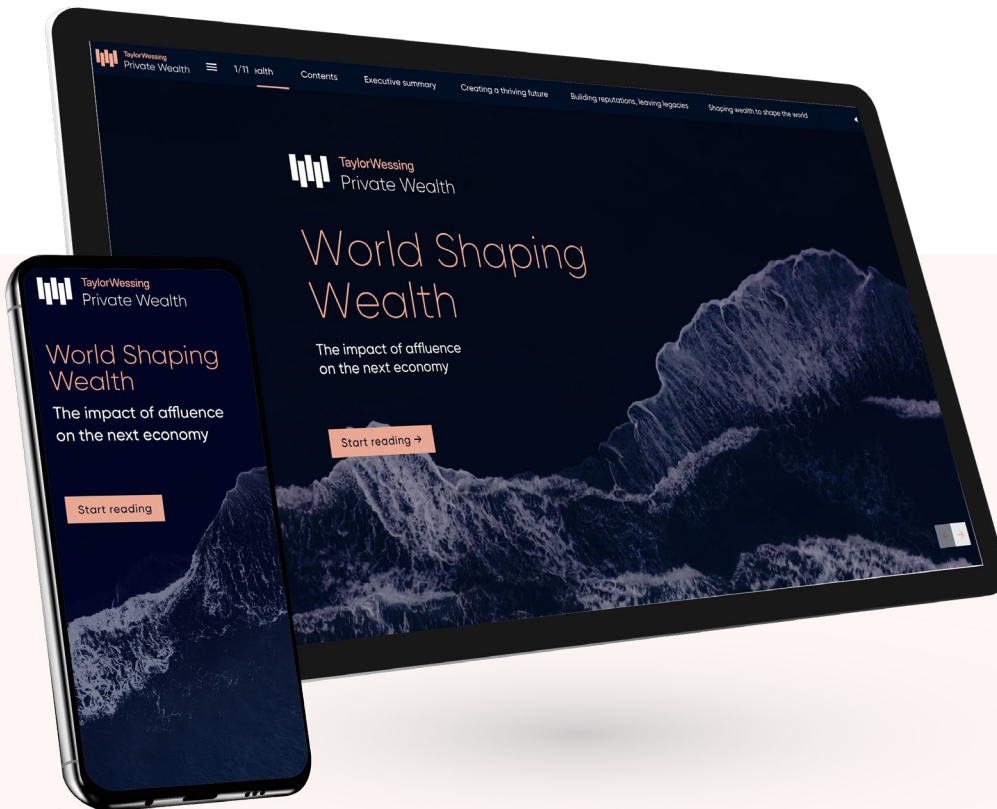
87% of UHNW individuals in Switzerland stated that market volatility is a challenge to protecting their wealth, making it the biggest potential barrier.

80%

The next biggest challenges were the geopolitical environment, increased tax legislation and reputational issues, all identified by 73% of UHNW individuals in Switzerland.

60%

60% consider the effect that geopolitical issues can have on their wealth and proactively seek advice to protect it from those impacts. This is lower than the global average of 67%.



To view our **World Shaping Wealth report** and for more insights across other markets please click below.

Methodology

This global study - World Shaping Wealth: The Impact of Affluence on the Next Economy - explores the impact that UHNW individuals want to have, what is motivating them, and the actions they are taking to achieve their goals. Within this research UHNW individuals are defined as having a net worth of at least \$100 million.

Independent opinion research was conducted in late 2021 among 215 UHNW individuals, with an estimated combined wealth of over \$69.4 billion, and 225 of the intermediaries who manage their wealth (private banks, multi-family offices, single family offices and fiduciary providers).

Respondents were based in Austria, China, France, Germany, Kuwait, Saudi Arabia, Singapore, Switzerland, the UAE, the UK, and the US.

2000+ people **1100+** lawyers **300+** partners **29** offices **17** jurisdictions

Austria	Klagenfurt Vienna
Belgium	Brussels
China	Beijing Hong Kong Shanghai
Czech Republic	Brno Prague
France	Paris
Germany	Berlin Düsseldorf Frankfurt Hamburg Munich
Hungary	Budapest
Netherlands	Amsterdam Eindhoven
Poland	Warsaw
Republic of Ireland	Dublin
Slovakia	Bratislava
South Korea	Seoul*
UAE	Dubai
Ukraine	Kyiv
United Kingdom	Cambridge Liverpool London London TechFocus
USA	New York Silicon Valley

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