

A compelling UBS platform for HNWIs

Investor Watch 2016

Positioning: **What do HNWI's want?**

Investment Expertise

UBS CIO:
A leading global
commentator on
investment trends



Understanding of life goals

How asking the right
questions can help
meet your life goals



Am I a good
father?
Do I spend too much time at work?
Can I have it all?

Interesting conversations

UBS's long-term
perspective on wider
themes, issues and
trends



Relevant content

Marquee
research
for HNWI
bracket



Positioning: **The territory**

A long-term, regularly updated resource,
which serves as the pre-eminent point of reference for HNWIs,
on the issues affecting their wealth

Platform: **Creating compelling research**

A global theme



- **Big picture thinking**
- **Current and topical**

Local relevance



- **Support from individual markets**
- **Questions tailored to local (e.g. UK) context**

Long-term impact



- **Media coverage**
- **Digital content**

Delivery: **Maximum impact in every channel**

Media



- **Targeting global outlets read by HNWI audience**
 - E.g. Bloomberg
- **Supporting markets to secure local coverage**

Marketing



- **Via UBS owned platforms**
 - E.g. Website, email
- **Promoted through social media**
- **Forming the basis of events**

Client Advisers



- **Tailored materials for CA usage**
- **Built to start conversations or engage prospects**
- **Consistent messaging with CIO research and brand campaigns**

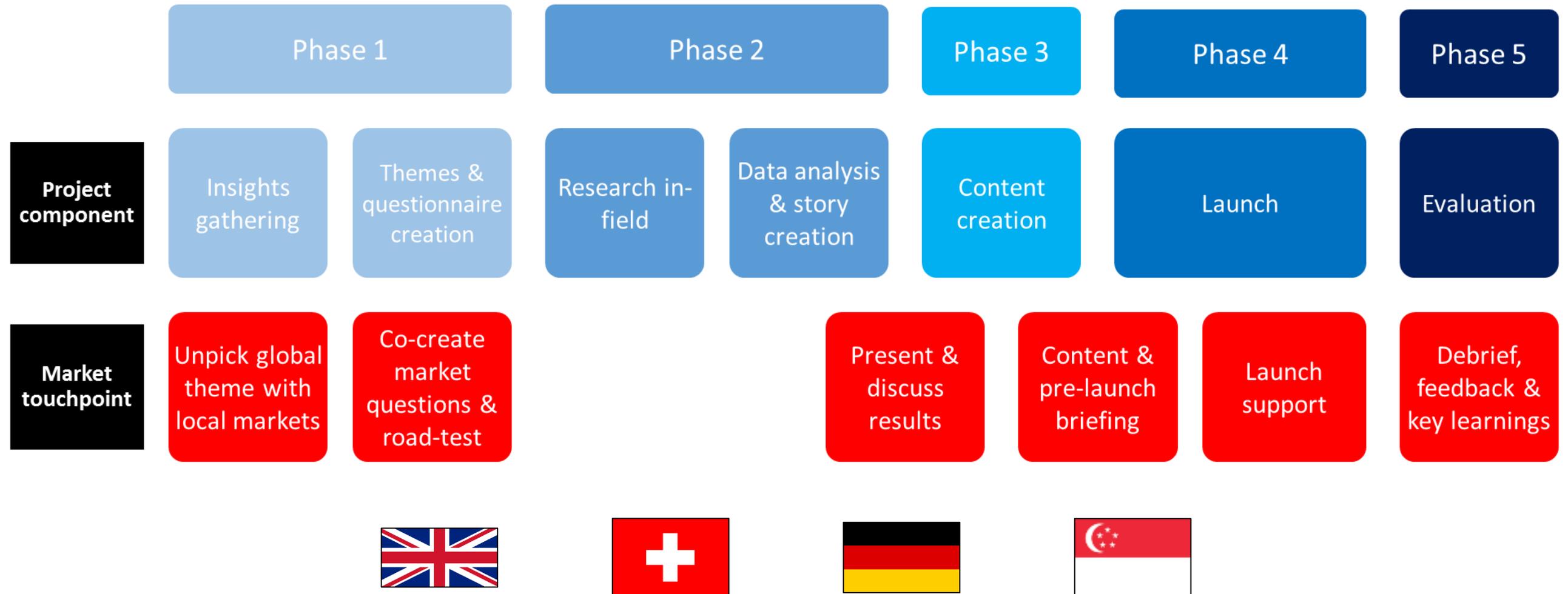
Cycle 1: Retirement planning

- Why retire?
- Is it just the next stage in a life-long career?
- If so, what does this mean for how individuals manage their money?



Process: Rigorous but inclusive

Central control with close market collaboration



UBS Investor Watch 2016

Highlight Headlines

THE STRAITS TIMES

Three phases of retirement for the affluent

April 24, 2016

finanzen.net

UBS Investor Watch: Umfrage zum Thema Altersvorsorge und Ruhestand unter deutschen Anlegern

April 12, 2016

DAS INVESTMENT.COM

UBS-Studie

So planen Vermögende ihren Ruhestand

April 12, 2016

CHINADAILY ASIA

HK business owners in no mood to hang up boots: Survey

April 12, 2016

WealthBriefing

Retirement Not The Same As Getting Old Any More For HNWIs - UBS Survey

April 15, 2016

finanzen.ch

UBS: Wer im Ruhestand ist, muss sich noch längst nicht alt fühlen

April 20, 2016

PRIVATE BANKER
INTERNATIONAL

UK's wealthy - Still working and hungry for risk

April 12, 2016

FN FinanzNachrichten.de
Alle News zu Aktien, Börse und Wirtschaft

UBS Investor Watch: Umfrage zum Thema Altersvorsorge und Ruhestand unter deutschen Anlegern

April 12, 2016

freshbusiness
thinking.com

Wealthy workers choosing risk over retirement

April 12, 2016

ASIAN PRIVATE BANKER

For Hong Kong entrepreneurs, retirement means business

April 12, 2016

ForeignAffairs
global open source intelligence

UBS Investor Watch Hong Kong 2016 reveals changing perceptions toward retirement

April 12, 2016

UBS Investor Watch 2016

Highlight Quotes

THE YORKSHIRE POST

The research from UBS Wealth Management challenges the belief that most affluent Britons want to put their feet up when they hit the traditional retirement age. Far from it.

April 15, 2016

euro Fund Research

„Interessant ist, dass Menschen mit höherem Vermögen eher geneigt sind, weiter arbeiten zu wollen“, sagt Gerit Heinz, Chefanlagestrategie der UBS Deutschland AG. Weniger als ein Drittel der Anleger (30 Prozent) mit einem Vermögen von bis zu 450.000 Euro¹ gehen davon aus, dass sie auch mit 65 Jahren noch arbeiten werden.

April 20, 2016

THE BUSINESS TIMES

GONE be the idea that the rich will sit idle in their old age, with a UBS survey suggesting that some high net worth individuals in Singapore and Hong Kong view retirement as a chance to start new businesses. The women in Singapore, in particular, show confidence in boosting their retirement fund through new ventures.

April 13, 2016

finanzen.net

Laut einer aktuellen Umfrage von UBS hat die gestiegene Lebenserwartung zu einem grundsätzlichen Wandel in der Wahrnehmung des Alters geführt. Heute betrachten sich deutsche Anleger bis zum 70. Lebensjahr nicht als „alt“. Doch diese positive Entwicklung hat auch einen Nachteil: Viele Menschen erkennen im Alter von 20 bis 39 Jahren noch nicht die Notwendigkeit, bereits für ihre Rente vorzusorgen.

April 20, 2016

THE STRAITS TIMES

Men in Singapore said they mainly start a business to "leave behind a legacy", while women start a business to "increase yearly returns", expecting proceeds of their business to support them in retirement.

April 24, 2016

finews.asia

The inaugural international edition of UBS's «Investor Watch» report reveals changing perceptions toward post work years.

The UBS survey found that High Net Worth Individuals no longer equate retirement with old age. Instead, they view retirement as a chance to begin new ventures, the most popular of which include entrepreneurship, lifelong passions or travel.

April 12, 2016

PENSION FUNDS ONLINE

The survey also found attitudes towards pensions and savings have changed too, partly as a result of the 2015 pension freedom reforms, allowing individuals of retirement age to draw down income from their retirement savings in more flexible ways.

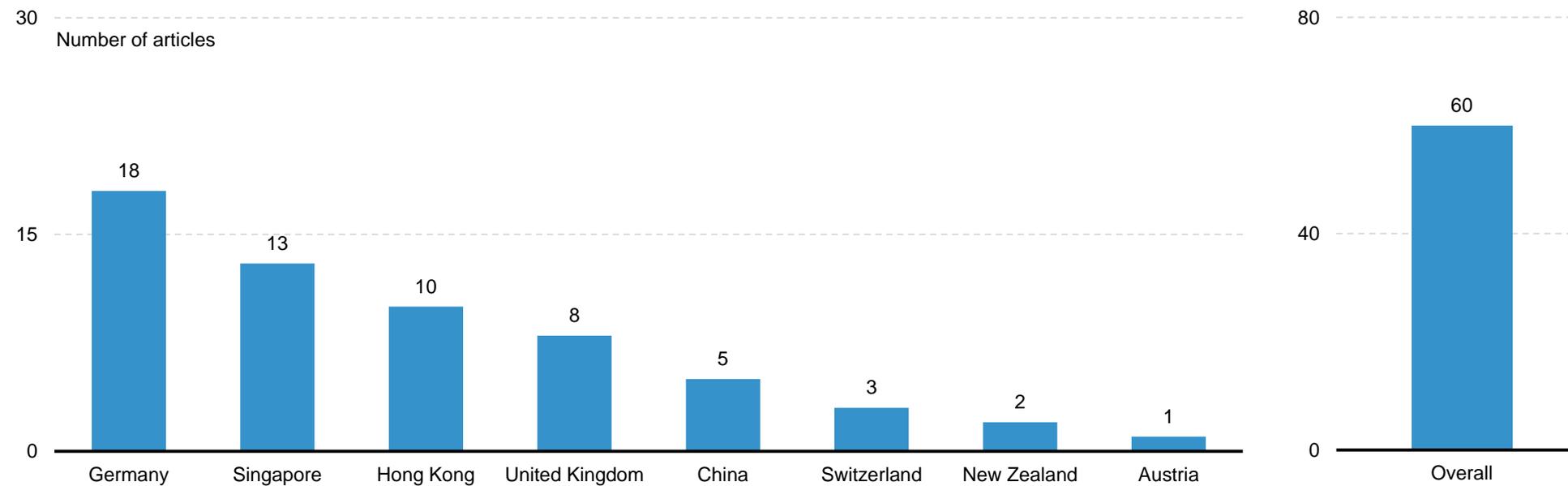
Nick Tucker, head of UK domestic, at UBS Wealth Management said there has been a "clear shift" in the retirement and savings landscape in the UK.

April 15, 2016

Volume of Coverage

- **60 articles** from **eight different countries**.
- Almost all of these **articles dealt exclusively** with UBS Investor Watch
- Media coverage on UBS Investor Watch stayed **close to the press releases** by UBS

Coverage by Countries*



Investor Watch – UK 2016 results

144,000
Opportunities To See

Launch Overview

- Blanket coverage across wealth trades, including guest article from Nick Tucker in *thewealthnet.com*
- Broadcast appearance from Nick Tucker on *Share Radio* to discuss report findings ahead of pension freedoms one year anniversary
- In-depth articles in key regional publication *The Yorkshire Post* and entrepreneur-focused news site *freshbusinessthinking.com*
- Pieces in *Spear's* and *Retirement Planner*

Coverage Highlights

