

PRESS RELEASE

FUTUREWEALTHY BOUYANT ABOUT THEIR WEALTH CREATION PROSPECTS IN 2010

56% of wealth creators around the world say they have made money in the last 12 months, in spite of the recession. Indeed, they are on track for success against their optimistic predictions last September.

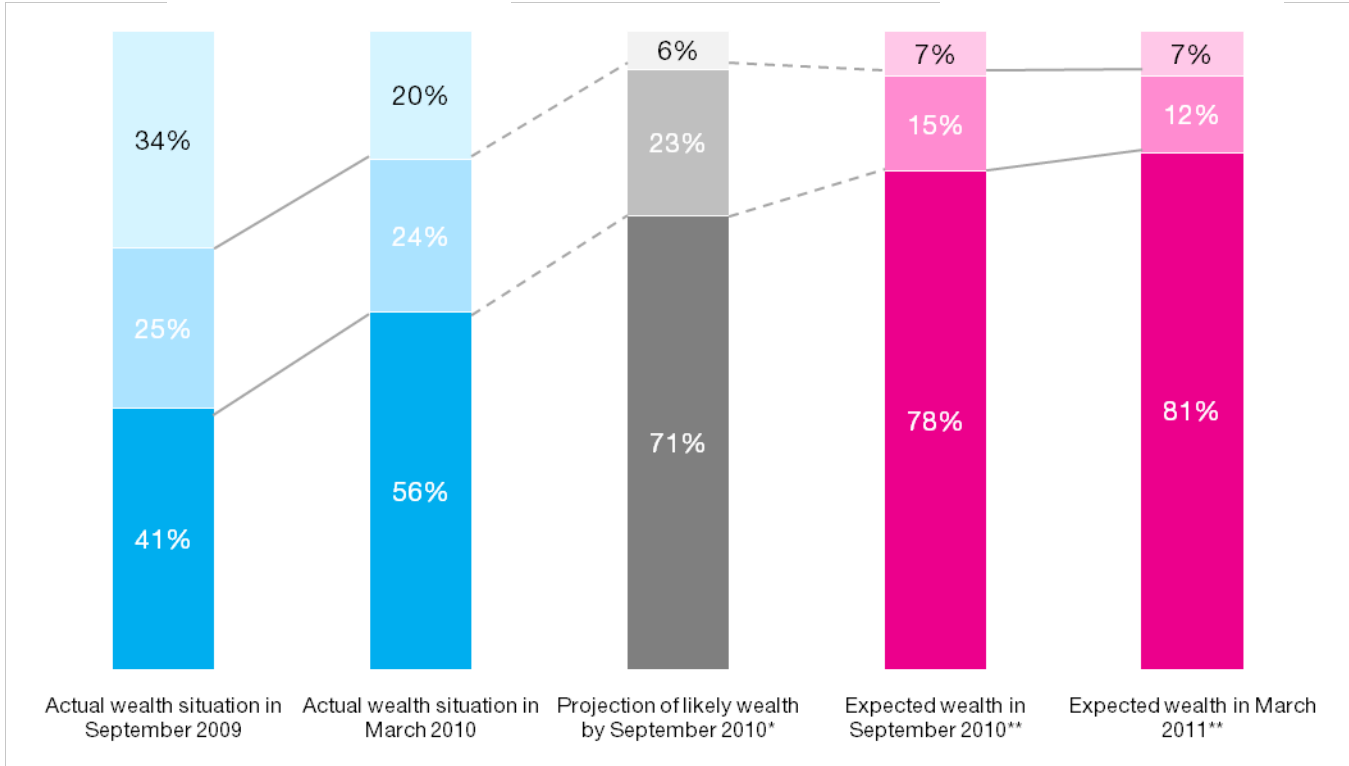
Last September, 78% of the wealth creators who took part in the Futurewealth Project’s first online poll said they expected to make money in 2010, even though - at the time - the economic recovery looked highly uncertain. Projecting the results of the latest poll forward, 71% will meet their target for wealth creation by September and they are even more confident for the next 12 months.

TRACKING THE FINANCIAL CONFIDENCE OF THE WORLD'S FUTUREWEALTH  
(ACTUAL GROWTH AND EXPECTATIONS)

Over the last 12 months, how has your financial situation changed?

Over the next 12 months, how do you expect your financial situation to change?

- My wealth has decreased
- My wealth has stayed the same
- My wealth has increased
- My wealth will decrease
- My wealth will stay the same
- My wealth will increase



\*Based on growth rate in actual wealth

\*\*Based on 12-month forecast by participants

The results are a positive economic indicator as the participants in the Futurewealth Project are among the most dynamic business owners, executives and professionals in the world. On average the participants in the research have personal wealth of USD2 million and a target to quadruple that wealth within 10 years. They are not the established wealthy of today, but the wealth creators who may become the superwealthy of tomorrow. And they represent both considerable earning power and wealth creation potential.

The Futurewealth Project is an initiative of Scorpio Partnership in collaboration with The Standard Chartered Private Bank and Morar Consulting. The objective is to gain direct feedback from the Futurewealthy on their goals and attitudes to wealth and wealth creation.

Almost 1,500 individuals took part in the first worldwide Futurewealth survey last September. In 2010, a smaller group was contacted for their insights on a number of specific topics that arose from the survey. These were:

- Your wealth personality
- Your wealth strategy
- Your wealth partners
- Your wealth confidence

"This groundbreaking research is giving us a clear insight into the attitudes and expectations of the Futurewealthy, who are both an interesting group of customers and an important economic phenomenon. They are the world's up-and-coming wealth creators and those who have taken part so far have given us useful insight into their life goals and priorities," says Catherine Tillotson, managing partner, Scorpio Partnership.

"The future wealthy are vocal, positive, globally mobile and highly demanding in terms of service quality. They are clearly an important client group and their high level of confidence confirms our expectations about the market's growth potential. Using insights, like those from Scorpio, we have already launched several innovative and successful programmes including Global Indian, Global Australian or Global Koreans. We will continue to develop differentiated products and services based on the understanding about the future wealthy," says Peter Flavel, Global Head of The Standard Chartered Private Bank.

#### Key findings

- In our last survey, we used profiling questions that helped us to identify four wealth personalities among the Futurewealthy participants. In our latest survey 65% of the Futurewealthy say they strongly agree with these wealth personalities.
- Moreover, 74% say increasing their income is their main goal for 2010 and almost 80% are planning to do so by seeking promotion or changing job. In addition, 33% are looking to launch a new business or buy into an existing one.
- And, 58% have considered moving country or city in the last five years. 79% say the move would be for business or career reasons. Meanwhile, 46% say tax is a motivating factor.

The Insight phase has responses from 200 individuals and details of the findings can be found at [www.futurewealthlab.com](http://www.futurewealthlab.com) and [www.scorpiopartnership.com](http://www.scorpiopartnership.com).

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## NOTES

1. The Futurewealth Project is a worldwide research initiative aimed at understanding the goals, ambitions, attitudes and motivation of the world's wealth creators.
2. The latest Insight phase took place in March 2010 and includes responses from 202 individuals, including corporate executives, business owners and academics, as well as those raising families or taking career breaks.
3. The research was conducted by Scorpio Partnership in collaboration with Morar Consulting.
4. The Standard Chartered Private Bank is the foundation sponsor of the Futurewealth Project. The Standard Chartered Private Bank's heritage stems from over 150 years of international banking excellence that is the Standard Chartered Bank.

The Standard Chartered Private Bank works with clients and their families to understand not just their financial goals but also their fundamental beliefs and values. By offering a truly independent approach and best of breed products as well as delivering first-class service The Standard Chartered Private Bank is ideally placed to help clients achieve what they want from their wealth.

5. Scorpio Partnership is a strategy consultancy to the wealth management industry, based in London. Having provided consultancy to the wealth management sector for over ten years and with numerous proven results to our name, Scorpio Partnership has developed the formula for success in the world's most lucrative yet hard-to-navigate market – the private client investor community.
6. Morar Consulting was founded to bring new approaches to brand strategy and brand measurement to help our clients grow the value of their brands. The success of our work is built on a combination of three key elements: insight, expertise, technology and action.

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To download the full report please call us or visit [www.futurewealthlab.com](http://www.futurewealthlab.com) or  
[www.scorpiopartnership.com](http://www.scorpiopartnership.com)

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Standard Chartered Bank (SCB) is incorporated in England with limited liability by Royal Charter in 1853 Reference Number ZC 18 and its principal office is situated in England at 1 Aldermanbury Square, London EC2V 7SB. In the United Kingdom, SCB is authorised and regulated by the Financial Services Authority ('FSA') and is entered into the FSA register under number 114276."