



## PRESS RELEASE

### FUTUREWEALTH PROJECT REVEALS WHAT IT TAKES TO BE SUCCESSFUL FROM 1,800 HNWS WORLDWIDE

LONDON - Scorpio Partnership in conjunction with Standard Chartered Private Bank and SEI (NASDAQ: SEIC) announces today the launch of the 2011 **Futurewealth Report: *The Essence of Success***. The second worldwide Futurewealth survey captures insight from 1,800 high-net-worth individuals who are on the fast track to generating wealth and identifies what it takes to be financially successful.

The report is part of the ongoing Futurewealth Project undertaken by Scorpio Partnership. The project is a long-term initiative to uncover the attitudes and aspirations of wealth creators around the world. This year there was a 21% growth in the number of HNWs who took part in the survey.

The aim of this year's research was to examine what success means to the Futurewealthy. Breakthrough findings include:

#### The Futurewealth Report headlines

- Global Futurewealthy remain confident they can triple current wealth within a 10-year time frame. With current wealth of USD2 million on average they expect to achieve total wealth of USD6.4 million within 10 years. This represents a lower expectation than revealed in the last survey, when most expected to quadruple their wealth in this timeframe.
- Short-term confidence levels are high with the Futurewealthy expecting their wealth to double the previous year's actual performance. Asia and Europe are showing particularly high confidence levels at present.
- The majority equate success with financial achievement, and those who are most financially successful in the group have three key qualities in common:
  - They report energy levels that are 80% higher than the Futurewealthy average;
  - They focus 60% of that energy on innovation;
  - They also recognise the importance of taking responsibility for others on their path to success.
- Their fascination with innovation extends to the individuals and brands they admire as world-beating. They identify Bill Gates, Richard Branson and Steve Jobs as the world's most successful people. And they regard Apple (65%) and Google (56%) as the world's leading brands.
- Giving back is also important. 56% regard charitable giving as a measure of their success and 42% give more than USD2,000 annually to good causes.
- And when judging the success of their giving, the Futurewealthy use a wide range of personal, social and quantitative measures.



“This massive Futurewealth global insight project is permitting us to gain unprecedented understanding of the needs of the world’s most valuable consumers. These HNWs are setting the pace of wealth creation and wealth consumption. Getting to the heart of the success equation will enable the industry to anticipate their future needs,” says Sebastian Dovey, managing partner, Scorpio Partnership.

“Understanding trends among clients and developing innovative responses is critical to our future growth. This is vital if we are to meet our clients’ evolving requirements, anticipate their future needs and support them in all aspects of their lives, whether this be investing or philanthropy,” says Jacqui Brabazon, Managing Director and Global Head of Marketing, Standard Chartered Private Bank.

“We believe that genuine innovation must start with an intimate knowledge of the end client. In fact, it is only by understanding how individual investors ultimately engage with their wealth that we can create solutions for our intermediary clients that are truly smarter, faster - and better. We joined the Futurewealth project as part of this commitment to thoughtful client insight. Finding that Futurewealthy clients are as excited by innovation as we are has been tremendous affirmation of our approach,” says Joseph P. Ujobai, Executive Vice President, SEI.

Key findings from the research are presented in more detail in the following pages. The full report can be downloaded at [www.scorpiopartnership.com](http://www.scorpiopartnership.com).

## Wealth confidence

In the last survey, we found that the Futurewealthy have high levels of confidence about their ability to create wealth in the short-term and long-term. This remains the case in every region in spite of the current global economic climate.

However, long-term goals have been revised down. On average the Futurewealthy are now aiming to triple their current levels of wealth from USD2 million to USD6.4 million within 10 years. In the last survey, most expected to quadruple their wealth in this timeframe.

Short term goals are also bullish. The Futurewealthy typically expect their performance in 2011 to be roughly double their actual performance in 2010. This is shown in the wealth confidence index overleaf. The average wealth confidence of the group for the next 12 months is 65 points on the index. In Asia, that figure tops at 75 points. Europe stands at 71 points and North America lags behind at 48 points. In each case, though, this is roughly 30 points above their actual performance in 2010.

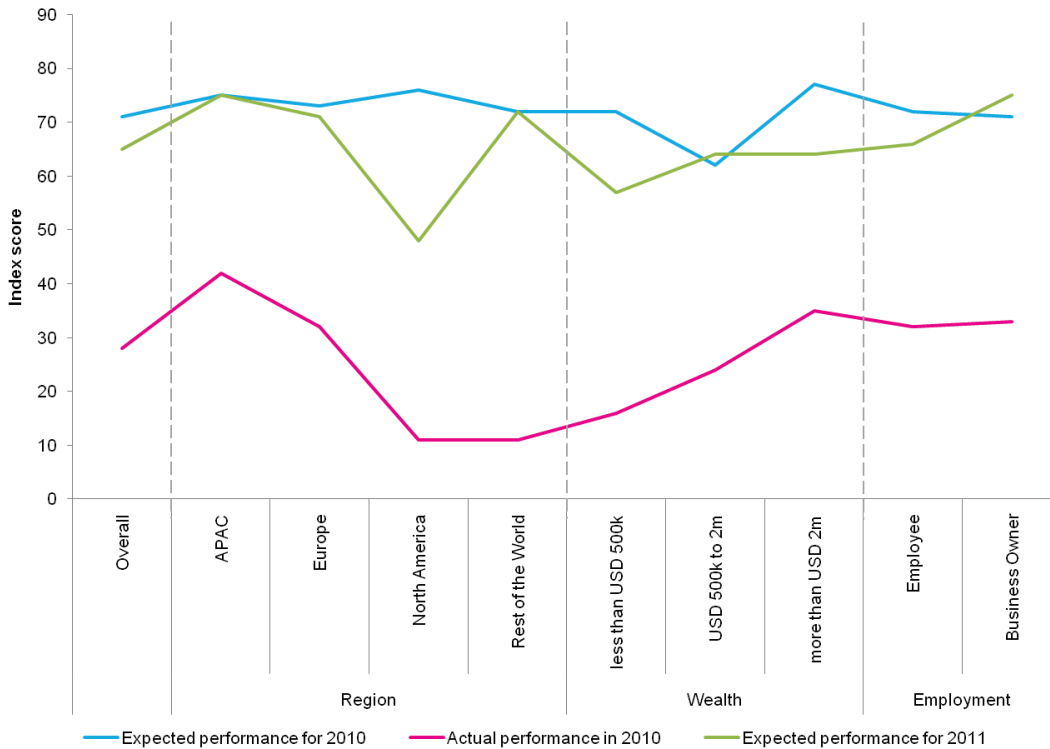
The results reveal that high levels of confidence are an important factor in financial success.

### Key facts – WEALTH CONFIDENCE

- The Futurewealthy in Asia and Europe have the highest levels of wealth confidence for 2011. In fact, their confidence is at the same level as last year.
- Those in North America have revised their short-term expectations down following poor financial performance in 2010. However, their levels of confidence are actually in line with other markets – at roughly 30 points above recent performance.

The wealth confidence index

To what extent have the Futurewealthy increased their wealth compared to their short-term expectations?



Source: Scorpio Partnership

The essence of success

The most financially successful of the Futurewealthy – those who have total wealth above USD2 million – report energy levels that are almost double the group as a whole.

Specifically, when asked how much energy they focus on the things that make them successful, they report energy levels that are 80% above the rest of the Futurewealthy group. In other words, if you sum the reported energy the most financially successful of the Futurewealthy devote to a range of tasks associated with success and compare that to the energy levels of the rest of the Futurewealthy, the energy levels reported by the wealthiest are 80% higher than the rest. Bearing in mind that the Futurewealthy are already a high-achieving group, this shows the level of drive and determination necessary to achieve financial success.

Moreover, they channel 60% of this energy into tasks associated with innovation such as “hunting out new opportunities”, “doing things differently” and “making things happen”.

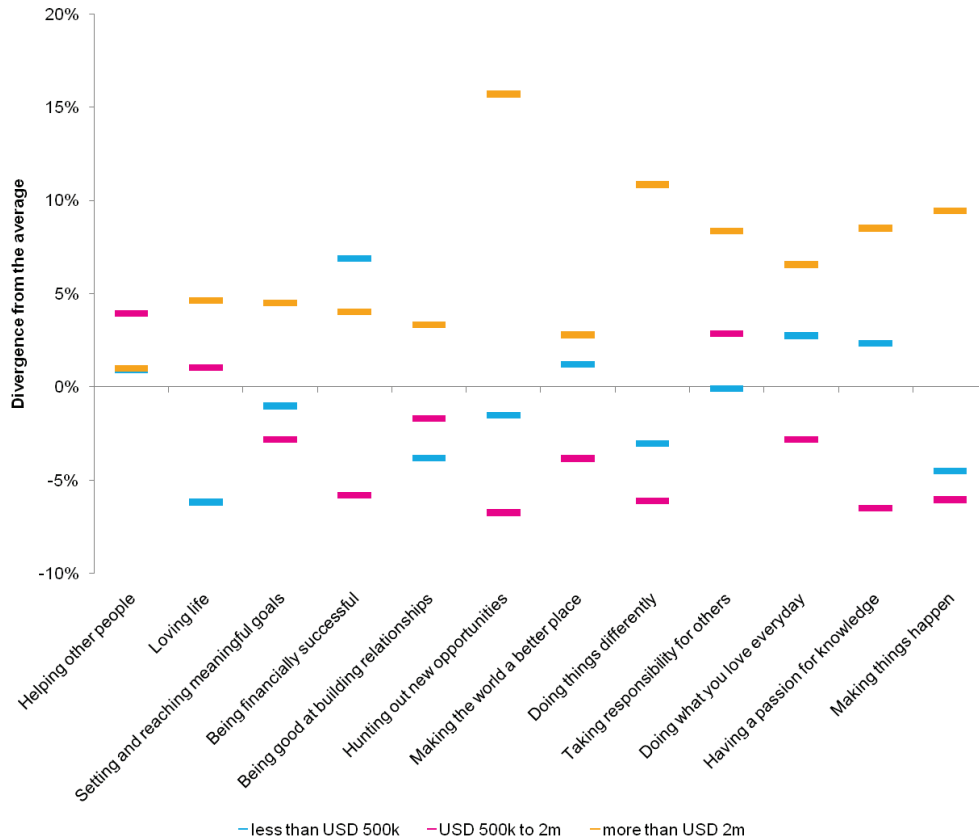
Key facts – ESSENCE OF SUCCESS

- The Futurewealthy in Europe are more likely to define success in terms of innovation.
- Those in North America have the highest energy levels but focus that energy on relationship building and enjoying what they do.
- Those in Asia identify setting goals and pursuing knowledge as key factors in their success.



Energy devoted to different success tasks (for different wealth levels)

How much energy do you focus on the things that make you successful?



Source: Scorpio Partnership

These factors can be combined into a rough formula for success. High energy levels are needed to overcome the limiting effect of time, and that energy needs to be channelled into innovation and taking responsibility for others.

Of note, the study finds that business owners are more likely to demonstrate these patterns of behaviour than those who are employed in executive positions.

$$\text{Rough formula for success} = \frac{\text{innovation} + \text{accountability}}{\text{time}^{-1}} \times \text{energy}^2$$

The importance placed on innovation by the Futurewealthy is also reflected in the brands and the individuals they most admire. Bill Gates, Richard Branson and Steve Jobs were picked out as the most successful individuals, with Apple, Google, BMW and Microsoft being the most admired brands. All three technology brands were particularly admired for their innovation. BMW, meanwhile, stood out for superior quality.



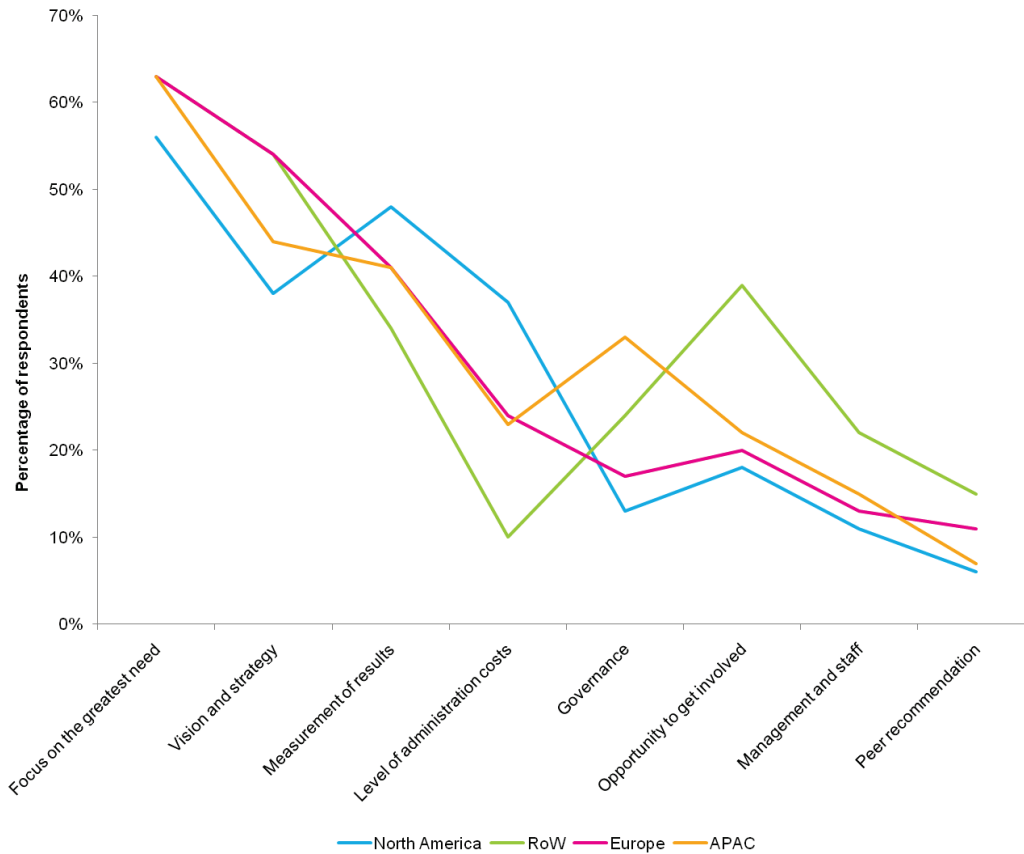
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Choosing causes (for different regions of the world)

What is most important to you when deciding which charity or cause to support?



Source: Scorpio Partnership

## Notes

1. In total, 1,751 individuals took part in this second global poll of the Futurewealthy. The average level of wealth among these individuals was USD2 million. They were drawn from all walks of life, including corporate executives, business owners and academics, as well as those raising families or taking career breaks.
2. Geographically, 42% of the sample group live in North America, 36% live in the Asia-Pacific region, 19% live in Europe and 3% live in other countries around the world. 70% are employees and 30% are business owners.
3. The research covered four topics:
  - Success
  - Successful brands
  - Philanthropy
  - Values

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4. The research was conducted in September to November 2010 using an online survey. Participants were identified using profiling techniques to determine their likelihood of qualifying as Futurewealthy candidates. They were contacted directly by email.
5. The research was conducted by Scorpio Partnership in collaboration with Standard Chartered Private Bank, SEI and Morar Consulting.
6. Scorpio Partnership is a pioneer in the art of translating the complex needs of wealthy clients into practical, innovative and profitable solutions to target these customers. This award winning firm has interviewed over 7,500 millionaires and billionaires worldwide to collect opinions on what they will need next. In addition, through online projects, such as this one, it has collated insight from almost 5,000 wealth holders on all continents of the globe. With this knowledge, the firm has implemented strategic research, practical consulting and business innovation projects in over 35 countries.
7. Standard Chartered Private Bank is the foundation sponsor of the Futurewealth Project. Standard Chartered Private Bank is the private banking division of Standard Chartered Bank. Headquartered in Singapore, the Private Bank has over 1,300 employees including over 450 relationship managers globally. It has 31 offices in Asia, Africa, Middle East, Americas and Europe. The Private Bank leverages the natural strengths of Standard Chartered: a heritage of over 150 years in international banking, an international network across more than 70 countries and strong local presence in growth markets. This puts the Private Bank in an advantaged position to build and deepen relationships with its clients.
8. SEI (NASDAQ:SEIC) is a leading global provider of outsourced asset management, investment processing and investment operations solutions. The company's innovative solutions help corporations, financial institutions, financial advisors, and affluent families create and manage wealth. As of December 31, 2010, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers USD416 billion in mutual fund and pooled assets and manages USD172 billion in assets. SEI serves clients, conducts or is registered to conduct business and/or operations, from numerous offices worldwide. For more information, visit <http://www.seic.com>.
9. 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 four key elements: insight, expertise, technology and action.

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

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