



WEALTH
DYNAMIX

The Difference is (H)ours

THE CLIENT LIFECYCLE MANAGEMENT COMPANY
FOR WEALTH AND INVESTMENT MANAGERS



**SCALING WITHOUT
PAIN – CAN YOU
HAVE YOUR CAKE
AND EAT IT TOO?**

**DARELL MILLER
MD, APAC
WEALTH DYNAMIX**

INTRODUCTION TO WEALTH DYNAMIX

11 years

in business, established in 2012 and part of the Credit Agricole Group

180+

staff with decades of experience in wealth management

65,000+

days of development invested in solution with over \$10m invested per annum

6 offices

HQ: UK, France, Switzerland, Singapore, Lithuania and Vietnam

Industry Focused

Specialist solutions for private banks, wealth managers, asset managers & more

2 Offerings

Two CLM products offerings with opportunities to adopt or to adapt

WEALTH DYNAMIX ARE A COMPANY WITH A PROVEN TRACK RECORD DELIVERING TO LEADING PRIVATE BANKS AND WEALTH MANAGERS ACROSS THE GLOBE

\$1.1Tn

MANAGING OVER \$1.1TN IN AUM FOR WEALTH MANAGERS GLOBALLY

Sabadell

Private & Corporate Banking
€17 billion AUM

SOCIETE GENERALE
Private Banking

Wealth & Investment Management
€119 billion AUM

RUFFER

Wealth & Investment Management
€26 billion AUM

QUILTER CHEVIOT
INVESTMENT MANAGEMENT

Wealth & Investment Management
€118 billion AUM

Rothschild & Co

Private Banking
€71 billion AUM

CHARLES STANLEY

Wealth & Investment Management
€28 billion AUM

Schroders

Private Bank & Investment Management
€105 billion AUM

AZQORE
INDOSUEZ
WEALTH MANAGEMENT

Private Banking
€120 billion AUM

UOB

Asset Management
€28 billion AUM

PICTET
1805

Wealth & Investment Management
€727 billion AUM

UBS

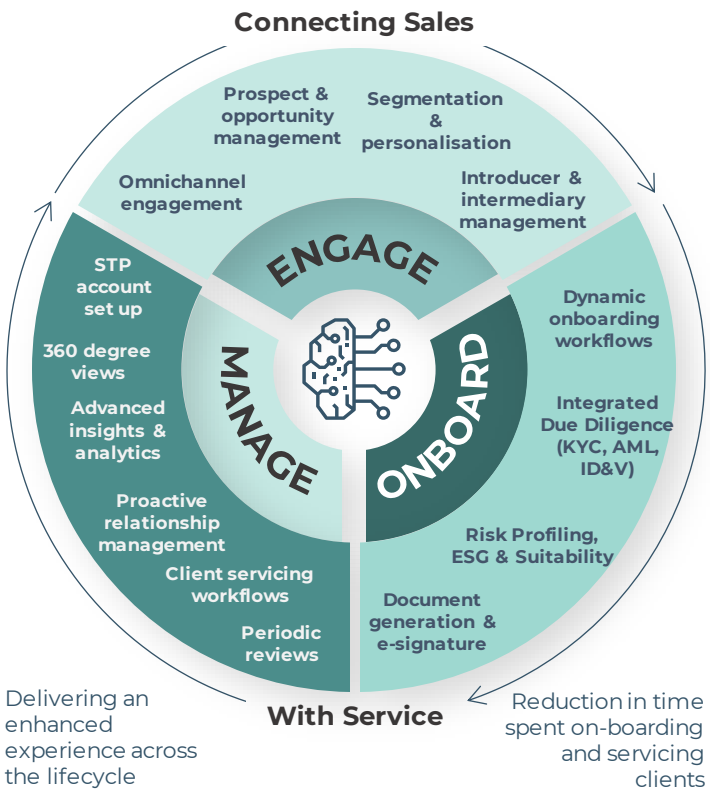
Private Banking
€1,154 billion AUM

MIRABAUD

Private Banking
€40 billion AUM

OUR CLIENT LIFECYCLE MANAGEMENT SOLUTION

OUR SOLUTION



OUR USERS

External portal

- ✓ Prospects
- ✓ External Asset Managers
- ✓ Clients
- ✓ Family Offices

Internal portal

- ✓ Marketing
- ✓ Operations
- ✓ Support
- ✓ Compliance
- ✓ Managers
- ✓ Legal
- ✓ Relationship Managers

INDUSTRY CHALLENGES



Profitability at scale



Cost Transformation



Client Centricity & Regulatory compliance

SCALING WITHOUT PAIN

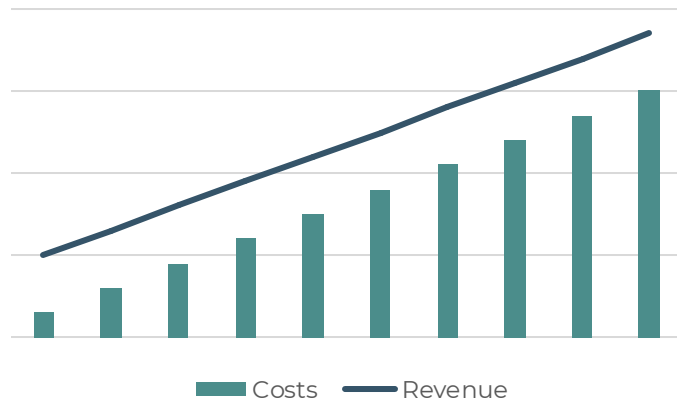
YOU CAN'T HAVE YOUR CAKE AND EAT IT TOO

It is a truth universally acknowledged that wealth managers, who want to be in possession of a great fortune, **cannot grow their revenues and costs at the same time. The profitability ratio needs to scale – thus, the link between growing revenue and costs has to be broken.**

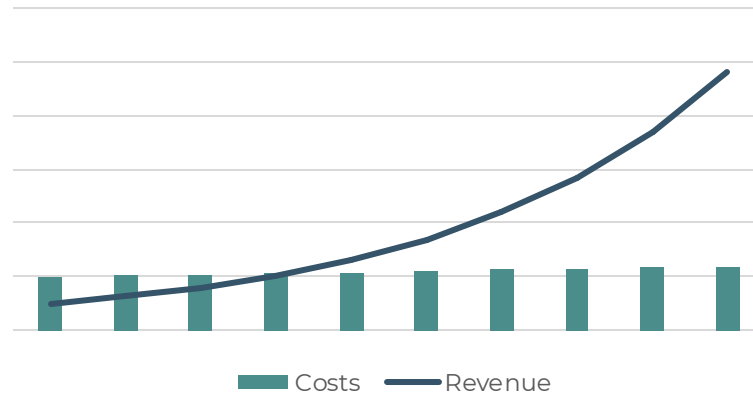


BREAKING THE LINK BETWEEN INCREASING REVENUE AND COSTS IS VITAL

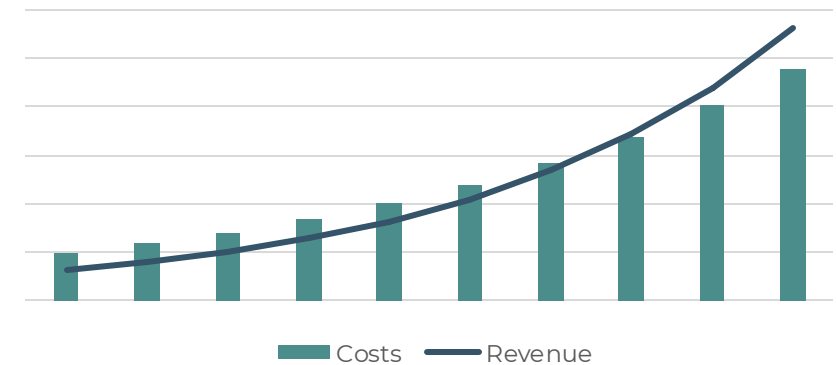
Manufacturing
(Marginal Cost Structure)



Data
(Exponential Profits)



Wealth
(Rising Costs and Revenue)



Lower cost base but costs generally grow in 'lock step' with revenue

Higher fixed costs but once established revenue generally grows exponentially faster than costs

High fixed costs that grow hand-in-hand when servicing additional clients

ASIA'S WEALTH MANAGEMENT FIRMS HAVE SET AMBITIOUS GOALS



100%

The region's firms are seeking to nearly double AUM by 2025 from 2021 levels



60%

...And to boost revenues by almost 60%



80%

Almost 80% of RMs say a solution would be a one-stop platform allowing them to be more efficient and provide a better service

BOTH CLIENTS AND THEIR MONEY ARE ON THE MOVE



41%

41% of affluent Asian clients were expected to switch RM in 2022*



63%

Younger investors in the 18–35-year-old bracket are **63% more likely to use a professional RM** compared to the previous generations**



34%

Over a third are defecting in pursuit of digitised experiences***



\$1.9tn

By 2030 US\$1.9 trillion will be inherited in Asia^Δ

*Accenture

**Standard Chartered

***Deloitte

ΔWealth-X

The Challenges to Delivering Profitability at Scale

For a Wealth Management firm, the key issue is the link between a **greater number of clients** and a **corresponding higher cost to serve**.

Only when the link is broken can firms hope to scale profitably.



What makes up cost to serve?



Client Acquisition

- Client acquisition and onboarding costs
- Sourcing prospects & early screening
- Nurturing & Converting
- Data Collection
- Intelligent prospect prioritisation



Front Office Staffing Costs

- Client Sourcing
- Client engagement
- Query and case management



Centralised Staffing Costs

- Payments and cash management processes
- Periodic reviews
- Internal processes and procedures



IT Costs

- Systems
- Hosting
- Storage
- Licenses



Fixed Costs

- Centralised Teams ie. CIO (Reporting & compliance)
- Office costs and other overheads

CREATING OPPORTUNITIES FOR ADVISORS TO BETTER SERVE THEIR CLIENTS



2-3
DAYS

The time taken to onboard clients can reduce from as high as **2-3 months to 2-3 days***



80%

Improvement in the time taken to manage service requests*



50%+

Improvement in time RMs have available for client related activities*

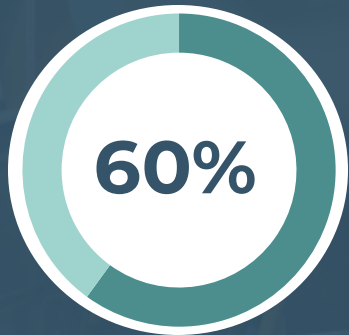


83%

Wealth Dynamix clients can serve a customer at around a **third of the cost of traditional processes**, and in some cases **as little as a sixth** of the cost*

HYBRID SERVICING COULD BE THE OPTIMAL SOLUTION

The key to winning the lion's share of a client's assets lies in the provision of **Advisory Services**



Asian clients who are happy with the advisory services of their primary wealth management firm hold an average of 60% of their total assets with that firm - twice the amount of assets that are held with their secondary firm (29%).

Accenture: "The Future is Calling – How Advisory will Define Wealth Management in Asia" 2022.

Private Banks and Wealth Managers that want to win a greater share of clients' wallets across the generations need to offer **Advisory Services** that are relevant to their clients, at scale.



Intimacy

built through long term relationships as well as **frequent and empathetic engagement**



Relevance

solidified by **solving** their **key needs** in a **timely and effective way**, even when those needs stretch beyond traditional offerings



Perceptiveness

demonstrated by the **identification** of their **evolving needs and solution options, both explicit and implicit**

Source: Deloitte

KEY TAKEAWAYS:

SCALE, EAT, REPEAT!

1

You can have your cake and eat it too – but not if you do nothing!

2

Break the chain between growth in revenues and costs

3

Hybrid can help, if you do it properly

4

Power up your RM's to better serve clients

5

Scale your AUM and profits – not your costs!



DARELL MILLER

MANAGING DIRECTOR, APAC

Darell Miller is Managing Director, APAC based in Singapore. He has a huge breadth of experience in FinTech for over 25 years, bringing innovative solutions to financial markets, helping clients exceed their goals, and building great sales and account management teams.

Darell's experience crosses a wide breadth of the financial markets in firms like UBS, Refinitiv, ICE Data Services, DTCC, RIMES and AQMetrics. In his last three roles he has focused on Regtech solutions in the fields of KYC, trade surveillance, benchmarks, and regulatory risk & reporting.

Darell holds a Law Degree from the University of Sheffield in the UK, and combines this understanding with a deep interest in financial markets, structures, and institutions. Prior to joining the financial world Darell served as an infantry officer in the Royal Regiment of Fusiliers, including active service in the Gulf War.

THANK YOU

TO FIND OUT MORE

PLEASE CONTACT:

Darell.Miller@Wealth-Dynamix.com

M: +65 9372 9905