



A NEW PARADIGM THE EMPOWERED INVESTORS

BNP Paribas and Scorpio Partnership are proud to present the first part of the Empowered Investor report. By surveying over **1000 HNWI's in Asia Pacific**, the characteristics of the 'Empowered Investor' are presented and insights into how wealth managers can best service this emerging type of investor are outlined.

A CUSTOMISED INVESTMENT JOURNEY



A bespoke service

means all touch-points of the investment journey should be customised.

EMPOWERED INVESTORS WANT



SEAMLESS KNOWLEDGE SHARING



55% of clients

would like to use meetings with their advisers to discuss overall progress towards their objectives.

EMPOWER CLIENTS



5.3 hours per week on average

are spent by investors managing their wealth online.

Self-directed platforms should permit independent investment execution.

MULTI-CHANNEL COMMUNICATION



87% of investors

want their advisers to communicate with them as soon as possible after a market event



READ THE FULL REPORT

LEADING TO...



high-value relationship with their advisers



highly customised interactions, information and investment tools



different ways of frequently making and discussing decisions together