

# SUBSTANTIAL RISE IN WOMEN INVESTORS

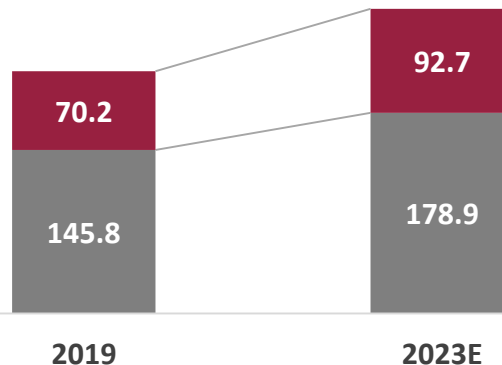
**32%** of the World's wealth is controlled by Women



*Over the next few years, large sums of money are expected to change hands*

GLOBAL ACCUMULATED WEALTH (USD TRILLION)

■ MEN ■ WOMEN



It is anticipated that the total wealth pool owned by women would rise to USD 93 trillion by 2023

# HOW WOMEN MAKE INVESTMENT DECISIONS DIFFERENTLY THAN MEN

WOMEN EARN HIGHER RETURNS



WOMEN ARE MORE PATIENT INVESTORS



FEWER WOMEN THAN MEN INVEST IN THE STOCK MARKET



WOMEN ARE MORE OPEN TO SEEKING INVESTMENT GUIDANCE



MEN ARE MORE COMFORTABLE WITH RISK



MILLENNIAL WOMEN ARE INVESTING EARLIER THAN THEIR PREDECESSORS

