UNDERSTANDING THE UHNW CONSUMER

LONDON, MAY 28
CITY GATE HOUSE

WHAT TRULY CATEGORISES AN ULTRA HIGH NET WORTH CONSUMER?

WHAT ARE THE BEST STRATEGIES FOR ATTRACTING, ENTERTAINING AND RETAINING THIS COVETED CLIENTELE?

AN INNOVATIVE AFTERNOON FORMAT MIXING PANEL DISCUSSIONS, BUSINESS CASES AND WORKSHOPS. SHARING THE INSIGHTS OF LEADING LUXURY BRAND CEOS, WEALTH EXPERTS AND ENTREPRENEURS.

WITH THE CONTRIBUTION OF
UNDERSTANDING
THE UHNW CONSUMER

We created Luxury Society in 2009 to bring our industry’s best and brightest around a 21st century table of ideas; the digital world. As our community swells beyond 30,000 members, we are certain that this is the right time to inform, connect and inspire luxury executives face-to-face.

In 2013 we debuted our first series of LS Keynote events in London and New York City, focusing on the Ultra High Net Worth consumer of luxury. In partnership with Bloomberg, we delivered short-format sharply-focused afternoons, filled with exclusive research, business cases and concrete strategies from leading luxury executives.

Based on the success of these events, we are proud to be repeating our collaboration with the world’s foremost media group, again focusing on the top-of-the-pyramid luxury consumer. Beyond popular buzzwords, we wish to explore the role UHNWIs play in the consumption of luxury goods and share best practices for attraction & retention.

Our by-invitation event is open exclusively to luxury brand professionals, engineered to facilitate meaningful networking between a qualified audience. Today’s content will feature insight from leading global CEOs, game-changing entrepreneurs and relevant wealth, CRM and communications experts.

We are thrilled to present a truly cross-industry selection of executives, spanning private aviation, fine spirits, haute horlogerie, luxury hospitality, haute couture, fine jewellery, super yachts, fragrances and interior design.

We very much hope that you will participate in our discussions and leave the event with insights and tools relevant to your business. As always, we are open to your feedback to better serve your needs and expectations.

We are thrilled to be continuing this series with Bloomberg, and inspiring luxury brand executives to think creatively about their UHNW clients. We thank you for your interest, participation and support on this day.

The Luxury Society Team

SAVE THE DATE

Luxury Society looks forward to sharing our UHNW event in New York City on Wednesday 25th June. Again in partnership with Bloomberg, we will share the insights of C-Suite executives from brands such as Buccellati, Four Seasons, Bentley Motors and Christie’s International Real Estate. For all enquiries relating to this event, please email keynote@luxurysociety.com.

Luxury Society is also planning events in Paris, Hong Kong and Geneva in the second-half of 2014, on a broad range of opportunities and challenges faced by luxury industry executives.

For sponsorship opportunities: ad@luxurysociety.com
For speaker opportunities: editor@luxurysociety.com
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<td>What Products and Services Are the Most Inspiring to UHNWI's?</td>
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<td>How Are Luxury Brands Working With Digital To Reach UHNWI's?</td>
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<td>What are Some Strategies for Attraction &amp; Retention?</td>
<td>Workshop 1 - Reaching the UHNW Consumer in Private Jet Terminals, Yossi Goldsmith, Global Business Strategy, ADLUX, Workshop 2 - Training Sales Staff to Manage UHNW Expectations, Hervé de Gouvion de Saint-Cyr, Director, Luxury Attitude, Workshop 3 - Engaging the UHNW Consumer Online, Rony Zeidan, Founder, RO New York</td>
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<td>Where Are Luxury Consumers Traveling &amp; What Do They Buy?</td>
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<td>How Are Luxury Brands Working to Serve UHNWI's?</td>
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<td>What Do I Know About the UHNW Consumer?</td>
<td>Sara Cosgrove, Principal, Sara Cosgrove Interiors</td>
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Global business leaders turn to Bloomberg for breaking business news and analysis they can’t find anywhere else. Through print, television, online, mobile, radio and conferences we cover the business world, with more than 2,400 multimedia professionals in 72 countries.

The editorial staff of each media platform leverages the innovation and scale of Bloomberg News, technology, analytics and distribution to provide unrivalled business and financial news coverage – and drive deeper engagement with the decision-makers who matter most.

www.bloombergmedia.com

ADLUX is the world’s leading media partner for most of the major private jet terminal operators in Europe, the Middle East, Russia, APAC and Central America; and in the US through a recently established agreement with Clear Channel Airports.

Adlux offers brands an unparalleled way to target the most powerful, hard to reach and sought after audience of high net worth individuals and C-suite business decision makers. Our media reaches them in the exclusive private jet airport environment, at a time without distractions from any other advertising messages.

www.adluxagency.com

Arjo Wiggins is the world’s leading manufacturer of creative and technical paper, with operations in Europe, North America, Latin America and Asia. Through a strategy of constant innovation, the group provides clients with high added-value environmentally friendly products.

Far from being a traditional paper manufacturer, Arjowiggins is a company with a focus on cutting-edge technology to provide its clients with the pioneering solutions best suited to their specific needs. Arjowiggins has been at the forefront of the move towards environmentally friendly paper and paper incorporating security requirements.

www.arjowiggins.fr

Global Blue are specialists in one of the world’s fastest growing sectors; globe shopping, where people from one country go shopping in another. For over 30 years they have been helping these travellers to get more from shopping and spending abroad, whilst helping merchants and banks capitalise on the globe shopper phenomenon.

Global Blue is also one of the world’s leading suppliers of pre-travel marketing services and tourist shopping intelligence. Their transactional tax refund database and local knowledge provides unrivalled insight into globe shoppers and their purchasing patterns.

www.global-blue.com
**Luxury Attitude** is a consulting and training company founded by Erik Perey and Lionel Meyer. Their objective - make their human assets the cornerstone of the client experience and narrow the gap between the brand promise and the client’s perception of the Brand.

For over 15 years, they have enabled more than 75,000 people worldwide to drive the success of their companies by adopting the Luxury Attitude, through training programs specially designed for the hospitality and luxury goods sectors. Luxury Attitude works with the most beautiful palaces and leading brands in the luxury industry.

[www.luxury-attitude.com](http://www.luxury-attitude.com)

**RO New York** employs a thought-driven team of brand architects who push boundaries and continually strive for brilliance. The agency’s campaigns and product launches reflect an instinctive understanding of the way culture works, by making targeted connections with a universal voice and polished design.

Their incubator division allows for experimental development of new brands within the agency with talented storytelling and creative strategy. As a boutique full-service agency, RO New York limits its client base to a select group that allows personalization of each experience.

[www.ro-ny.com](http://www.ro-ny.com)

**Wealth-X** is a global UHNW prospecting, intelligence and wealth due diligence firm. The Singapore-based organisation is the definitive source of intelligence on the ultra wealthy, with the world’s largest collection of curated research on UHNW individuals.

Wealth-X is the first organisation to focus exclusively on UHNW intelligence, research and insights to support Luxury, Wealth Management, Educational Institutions and Philanthropy professionals working with the ultra affluent. Their team has a passion for partnering with our clients to develop successful strategies to connect with UHNW individuals.

[www.wealthx.com](http://www.wealthx.com)
1:00 PM  WELCOME ADDRESS

Pierre-Yves Poulain, President, Luxury Society

Pierre-Yves Poulain is the Paris-based President of Luxury Society, and Managing Partner of Digital Luxury Group, the Geneva-based company which acquired Luxury Society in April 2014. He now supervises Luxury Society event activities and international business development.

Prior to co-founding Luxury Society, he worked for 15 years in the human resources and recruitment industry, including management roles in not-for-profit European associations and professional bodies.

www.luxurysociety.com

1:05 PM  HOW IS THE LUXURY MARKET PERFORMING?
KEYNOTE PRESENTATION (25M)

More than ever, UHNW individuals are considered essential for the growth of the luxury market. In Wealth-X’s first Luxury Sentiment Survey, nearly 80% of respondents were confident that revenue from UHNW individuals would increase in 2014.

Beyond the buzz, who are these UHNW luxury consumers? How are they contributing to consumption? What do luxury executives need to know about this population? What will be the trends to watch this year?

Michael Byrne, Director, Wealth X

Mike Byrne is the Managing Director of Wealth X for Northern Europe, responsible for business development in the region. Before joining Wealth-X, Mike was the Business Development Director for World Check in Europe. Mike broadened the World-Check operations geographically and led the sales effort in the region for six years.

He expanded lines of operations in financial services, primarily with a focus on jurisdictions in London, Malta, Gibraltar and Monaco. Mike became an expert at immersing himself into new business areas, helping clients to scale their operations in line with ever-changing financial regulations in each jurisdiction.

www.wealthx.com
As more consumer segments are attracted to luxury, what products & services are being truly designed for the UHNW individual? What is this elite consumer segment looking for when it comes to product? What won't they buy?

What are some recent examples of truly exceptional products? With the advent of customisation for the masses, is it increasingly difficult to wow these UHNW consumers? What kind of products will they seek in the future?

Jonathan Beckett, CEO, Burgess Yachts

Jonathan Beckett joined Burgess at the age of 23, working in Monaco between 1981 and 1983 before moving to the UK to launch the London operation. Under Jonathan’s guidance, the company has developed from a “one man band” into an “all services company”, with divisions specialising in all aspects of the superyacht industry.

In his current role as Chief Executive of Burgess, Jonathan has spearheaded a major expansion of the company, which will soon celebrate its 40th year. With 10 offices around the globe and over 130 employees, Burgess has acquired a reputation as the world’s most respected name in the superyacht sector.

www.burgessyachts.com

Giles English, Co Founder, Bremont

Giles English trained as a Naval Architect and joined the family business restoring historic aircraft. His life however took a drastic change in 1995 when his father and brother were in an aircraft crash, Euan English died but Nicholas English survived after breaking over 30 bones.

The accident proved a tipping point for the two brothers and they decided to follow a family passion and started Bremont, a British watch manufacture of high-end mechanical watches. Bremont has now become a recognised luxury brand around the world and is leading a revival of British watch manufacturing.

www.bremont.com

Katharina Flohr, Managing & Creative Director, Fabergé

Katharina Flohr is responsible for defining both the creative and business blueprints at Fabergé. The famed maison was re-launched in 2009 to create extraordinary jewelled masterpieces for a new generation of devotees. She is intimately involved in setting design direction and in ensuring new creations are true to Fabergé’s heritage of excellence in creativity, design and craftsmanship.

Katharina’s previous experience includes a career in fashion journalism, first at W Europe, leading to her appointment as Fashion Director for the re-launch of Cosmopolitan Germany. She went on to become Founding Fashion Director of Russian Vogue, followed by Vogue Hellas, based in Athens. In 2001 she moved to London to become Fashion and Jewellery Editor of Tatler.

www.faberge.com
Ken Grier, Director, The Macallan

Ken Grier is a director of The Macallan Distillers, Highland Distillers and the Scotch Whisky Heritage Centre. Ken has driven The Macallan from highly respected aficionado malt to global luxury consumable item, with initiatives such as the launch of the Fine & Rare collection. He pioneered the luxury relationship between The Macallan and Lalique.

In his current role he has overseen the hugely successful launch of The Macallan's Fine Oak range in 2004, which now accounts for one in four sales of The Macallan. This success has propelled Fine Oak to become the most successful initiative in The Macallan’s 184 year history, fuelling The Macallan’s rise to the number three* best selling single malt brand in the world.

www.themacallan.com

Christophe Balaresque, Luxury Brands Director, Arjowiggins

Christophe Balaresque is the Luxury Brands & Marketing Director of Arjowiggins Creative Papers. Today, his focus is to develop relationships with Luxury Brands helping them to distinguish themselves from others by using high quality fine papers. As a Marketing Director for Arjowiggins Creative Papers, a new and innovative marketing approach has been implemented, improving relations with printers, designers and brand owners. He leads conferences on paper, print and design trends for the graphic community in Eastern Europe, Russia and throughout Asia.

With his years of valuable experience in luxury, he is able to transfer his knowledge through his passion for paper. The message that he conveys to his audience is the importance of detail – as he believe that this is what defines luxury. He has trained various paper consultant as well as sales teams on how to adopt the luxury mindset and how to be able to respond to the needs of this very demanding segment. He also defines the marketing strategy for the division ensuring that the Arjowiggins Creative Papers brand continues to live up to its sterling reputation as the gold standard of fine papers.

www.arjowigginscreativepapers.com/

Wealth X’s Sentiments Survey found that only 25% of respondents were engaging with their UHNW clients via online portals. Yet much research into the habits of UHNWI’s suggests that this group is one of the most connected of all consumers.

Statistically, what is the real story? What are the facts and figures surrounding digital and print communications? Which platforms reach which audiences most effectively? Which platforms are most appropriate for which types of communication?

2:30 PM PRINT & DIGITAL: DECODING THE MULTIMEDIA MAELSTROM

KEYNOTE PRESENTATION (20M)
Following the data, how are luxury brand executives integrating digital communications and marketing tools into their campaigns to reach UHNW individuals? What are the benefits? What are the pitfalls? How has digital significantly improved relationships with the UHNW?

And further, why do some brands choose not to market their products or services online? What is behind their decision to focus on ‘pen and ink’ communications? In the marketing mix, what works best for these brands?

**Victoria Christian, Brand Ambassador, Clive Christian**

Victoria Christian is the eldest daughter of British designer Clive Christian, whose love for perfume began at an early age. It all began when she and her father discovered an original bottle, from a perfumery that had been crowned by Queen Victoria in 1872, in the floorboards of the family house in England.

When Clive discovered that the perfumery was going out of business, he took over the reigns with a mission to create a new level of luxury perfume. After a training period with perfumers in London, Paris and Grasse, Victoria launched the original Clive Christian Perfume collection at Fortnum & Mason in 1999.

[www.clive.com](http://www.clive.com)

**Stephen Forsey, Co-Founder, Greubel Forsey**

Greubel Forsey is a very exclusive, ultra high-end watch brand founded by inventor watchmakers Robert Greubel (French) and Stephen Forsey (English) in 2004. The award-winning Haute Horlogerie marque makes approximately 100 creations per year, with an entry-level price position over 250,000 euros.

Both Stephen and Robert continue to build on their deep traditional knowledge gained with four decades of combined experience in high-end complicated timepieces, by inventing and developing technically valid horological complications to rigorous aesthetic principles. They also work rigorously to protect the savoir-faire of the highest level of Swiss watchmaking.

[www.greubelforsey.com](http://www.greubelforsey.com)

**Paul James, Global Brand Leader, Starwood Luxury Hotels**

Paul James is the Global Brand Leader for St. Regis Hotels & Resorts, The Luxury Collection and W Hotels Worldwide. In this role, Paul applies his more than 20 years of experience in hospitality to these three luxury brands under the Starwood Hotels & Resorts umbrella.

Paul is responsible for providing the overall strategic and creative direction for all three brands by leading the development of marketing, guest experience and communications programs and providing support for their strategic global development and portfolio growth. Before this appointment, he served as Starwood’s Regional Director of Sales & Marketing, Northwest Europe.

[www.starwoodhotels.com](http://www.starwoodhotels.com)
In a bid to better facilitate collaboration between speakers and delegates during LS Keynote events, we have designed workshop sessions, where the plenary will break out into smaller groups. Each group will investigate various marketing and service strategies for UHNWIs with leading experts in the field.

**WORKSHOP 1 - REACHING THE UHNW CONSUMER IN PRIVATE JET TERMINALS**

**Yossi Goldsmith, Managing Director - Global Strategy, Sales and Marketing, Adlux**

Yossi Goldsmith is Managing Director - Global Strategy, Sales & Marketing at Adlux, the world’s leading marketing partner for private aviation worldwide. At Adlux Yossi is responsible for developing the range of passenger engagement platforms available to advertisers within this unique space, and leveraging their potential for brands.

Yossi has worked in strategic business development, marketing and sales roles within media owners and at major advertising agencies including MTV, Ingenuity ABM and DLKW Lowe.

[www.adluxagency.com](http://www.adluxagency.com)

**WORKSHOP 2 - TRAINING SALES STAFF TO MANAGE UHNWI EXPECTATIONS**

**Hervé de Gouvion de Saint-Cyr, Director, Luxury Attitude**

Hervé de Gouvion Saint Cyr is a director of Luxury Attitude, a consulting and training organization dedicated to the luxury hospitality and retail industries. Hervé began his career in the hospitality industry with Concorde Hotels Group, where he worked for nine years, both at the Hotel Lutetia Paris and then at the Hotel Ambassador as Director of Sales and Marketing.

He joined the Dorchester Collection, where he worked for six years as the Director of Sales at the Hotel Plaza Athénée Paris. While in this role, he became acquainted with and received his first training from Luxury Attitude, eventually joining as a Guest Relations Manager.

[www.luxury-attitude.com](http://www.luxury-attitude.com)

**WORKSHOP 3 - ENGAGING THE UHNW CONSUMER ONLINE**

**Rony Zeidan, Founder, RO New York**

Founder and Chief Creative Officer, Rony Zeidan, was previously the VP Global Creative Director of Ralph Lauren Fragrances, and has held creative roles at Donna Karan, LVMH, and in Advertising.

Driven by the desire to bridge the client expertise of nurturing and protecting a brand’s core equities, with the agency proficiency of communicating those core attributes, Rony established RO New York. As a boutique full-service agency, RO New York limits its client base to a select group that allows us to personalize each experience.

[www.ro-ny.com](http://www.ro-ny.com)
“Our customers today are global shoppers, and that has changed how we operate our business,” recently explained Barbara Lavernos, managing director of worldwide travel retail for L’Oreal Luxe. “Travel retail is like a sixth continent in the world. In six years, travel retail will be a US$100 billion business, from US$49 billion today.”

A Richemont executive once described the UHNW luxury consumer as ‘homeless with 20 homes’, eluding to the global nomad nature of this consumer group. So who are these ‘Globe Shoppers’? Where do they travel? What do they buy? And how can luxury executives engage them?

Manelik Sfez, VP Partner & Corporate Marketing, Global Blue

Manelik Sfez is Vice President, Partner and Corporate Marketing at Global Blue. The company now commands the world’s largest network of tax-free shopping refund points, servicing over 55,000 travellers every day, and has diversified into providing market intelligence, direct promotions, currency management and publishing.

Manelik is responsible for brand and trade marketing in countries across Europe, North Africa, Asia Pacific and the Americas, targeting international travellers, banks, financial partners and merchants. Mr Sfez joined Global Blue in 2006 from branding agency EssenceDesign, where he was responsible for developing its brand positioning consultancy with Swiss and International clients.

www.global-blue.com
There is customer service, and then there are the needs and expectations of the UHNW consumer. As this ultra wealthy consumer group travels the world, living between residences, what strategies are luxury brands developing to make their services indispensable?

Which are the programs that appeal the most to UHNW consumers? Are luxury brands hiring specific personnel to manage these client relationships? And how is technology influencing this aspect of the business?

Alex Berry, Group Sales and Marketing Director, Chapman Freeborn

Alex Berry joined Chapman Freeborn in 2010 as Group Executive Sales and Marketing Director, with responsibility for expanding the company’s activity in VIP and corporate markets worldwide. Before joining Chapman Freeborn, Alex served as EVP at Austrian based Vistajet, where he oversaw sales growth across Europe, the Middle East and the Asia Pacific.

Alex has a wealth of experience in executive aviation. In a career spanning more than 13 years, he has worked in a variety of senior managerial and commercial roles for companies including NetJets Europe, Marquis Jet and Bombardier Skyjet International, where he helped develop their jet card programme.

www.chapman-freeborn.com

Darren Gearing, EVP Europe, Shangri La Hotels

Darren is responsible for Shangri-La Hotels & Resorts’ hotels in Europe, North America, India and the Middle East, a cluster role that consists of landmark properties in key cities such as, Abu Dhabi, Dubai, Istanbul, London, Mumbai, New Delhi, Paris, Toronto and Vancouver.

Previously based in Hong Kong, Beijing and Singapore, he has worked with Shangri-La for 21 years. His role prior to London was vice president and general manager at Island Shangri-La, Hong Kong, overseeing Hong Kong, Beijing and Inner Mongolia. In 2005, the Beijing Government recognised Darren as one of seven “Foreign Experts of the Year.”

www.shangri-la.com

Laurent Perignon, COO, Camper & Nicholsons

After taking a brief break to work on other projects within the superyachting industry, Laurent rejoined Camper & Nicholsons International in May 2012 under the new title of COO. Laurent’s illustrious career began with marketing and business development, specialising in luxury industries and the visual arts in Europe and Asia.

Demonstrating flair and results in these roles, he was quickly appointed Director of Marketing by CNI, a position he held for five years. Laurent’s unrivalled experience of the luxury industry, extensive contact book, sociological awareness of the market and personal interest in boating, have made him a key player in the yachting world.

www.camperandnicholsons.com
Now that we have heard all the theory, what is it really like to work with UHNW individuals on a daily basis? What are their needs and desires? What do they expect from luxury brands and services? How can you win their loyalty? And more importantly, what strategies should you explicitly avoid?

**Sara Cosgrove, Principal, Sara Cosgrove Interiors**

Sara Cosgrove is an accomplished interior designer, who most recently spearheaded The Studio at Harrods, where she developed a world-class interior design service dedicated to creating stunning bespoke interiors for a global clientele. Previously, she served as Senior Interior Designer on the One Hyde Park property by Candy & Candy, the world’s most expensive residential development.

Following five incredibly successful years with Harrods, Sara has branched out to found her own Luxury Design Consultancy & Product firm, specialising in global luxury commercial and residential interior design as well as product design. Sara has also worked on several product commissions and launched her rug for Harrods with The Rug Company in September 2013.

[www.saracosgrove.com](http://www.saracosgrove.com)

**Sophie Doran, Editor in Chief, Luxury Society**

Sophie Doran is the Paris-based editor-in-chief of Luxury Society, an online news and analysis resource and B2B professional networking community that unites all sectors of the luxury industry. Luxury Society aims to inform and connect its members, by facilitating a forum for debate, collaboration and the creation of outstanding business opportunities.

Prior to joining Luxury Society, Sophie completed her MBA in Melbourne, Australia, with a focus on luxury brand dynamics and leadership, whilst simultaneously working in management roles for several luxury retailers. She now oversees all editorial activities on Luxury Society and is responsible for the event design and content direction of Luxury Society Keynote.

[www.luxurysociety.com/blog](http://www.luxurysociety.com/blog)
UHNWI's GLOBALLY

187,380
GLOBAL UHNW POPULATION

2,160
BILLIONAIRES GLOBALLY

25,8
TRILLION
COMBINED WEALTH IN USD

2,9
BILLION
AVERAGE WORTH IN USD

1.2%
OF UHNW POPULATION, CONTROL

24%
OF UHNW WEALTH

BETWEEN 2012-2013, OCEANIA SAW THE GREATEST GROWTH IN UHNW POPULATION

LARGELY DRIVEN BY CONTINUED GROWTH IN AUSTRALIA

AFRICA’S UHNW POPULATION IS EXPECTED TO GROWTH AT THE FASTEST RATE (6.9% P.A.)

TOTAL ASIAN UHNW WEALTH IS FORECAST TO SURPASS THE U.S. COMBINED WEALTH BY 2020

UHNWI : NET WORTH OF USD 30 MILLION AND ABOVE
AFTER ACCOUNTING FOR SHARES IN PUBLIC AND PRIVATE COMPANIES, RESIDENTIAL AND INVESTMENT PROPERTIES, ART COLLECTIONS, PLANES, CASH AND OTHER ASSETS

UHNWI's IN EUROPE

53,441
EU UHNW POPULATION

6,950
TRILLION
TOTAL WORTH IN USD

SPAIN, FRANCE AND ITALY SUFFERED THE LARGEST ABSOLUTE DROP IN TERMS OF UHNW POPULATION.

LUXEMBOURG AND DENMARK SHOWED STRONG GROWTH IN UHNW POPULATIONS

TOP 5 COUNTRIES:
GERMANY, UNITED KINGDOM, SWITZERLAND, FRANCE, ITALY

TOTAL NET WORTH IN USD

140
BILLIONAIRES

430
BILLION

UNITED KINGDOM

1.3%
OF THE UHNW POPULATION

32%
OF U.K UHNW POPULATION

NON DOMICILED UHNW’S ACCOUNT FOR WAS PURCHASED BY FOREIGN INVESTORS IN 2011

OF THE CENTRAL LONDON OFFICE MARKET

UHNW POPULATION AND WEALTH GROWTH HAS BENEFITED FROM THE PERCEPTION THAT THE UNITED KINGDOM IS A SAFE HAVEN.

Luxury Society informs and connects CEOs, managers, journalists, consultants, designers and analysts from across the luxury sector, in industries as varied as fashion, design, art, jewelry and timepieces, beauty, travel and hospitality, yachting, private aviation, automotive, private banking, real estate and personal services.