

Single family offices. A view of today and tomorrow.



Foreword

Financial performance and operational efficiencies are essential to our single family office clients.



Dear reader

Single family offices (SFOs) are among our most sophisticated and demanding clients. More and more families are setting up an SFO in order to professionalize the management of their family wealth, protect it for subsequent generations, and align all activities with the family's long-term goals.

I am pleased to share with you the key findings of our Single Family Office Survey 2021. In our frequent discussions with SFOs in recent years, we have learned much about their priorities, challenges, and banking needs when managing a family's wealth. To reveal further insights and opinions, we conducted quantitative research to

gain first-hand feedback from our SFO clients. As a leading wealth manager with holistic capabilities across the globe, we aim to continually develop and evolve our service offering and expertise in line with changing client needs. We therefore highly appreciate the feedback we received and sincerely thank all of the SFOs that participated in this survey for their valuable contribution and their trust.

I hope you will enjoy studying this report.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Felix Baumgartner'.

Felix Baumgartner

Methodology and profile of respondents

In January 2021, we invited select SFO clients to participate in a confidential online survey.

The survey was distributed across 41 markets primarily in Europe, Latin America, and the Middle East. A total of 86 SFO clients took part, with 89% of the participants holding executive, managing director, or board positions.

The participating SFOs are responsible for managing a total of USD 80-90 billion in family assets. On average, they employ ten people (both family and non-family members) and support six family members across two generations.

6

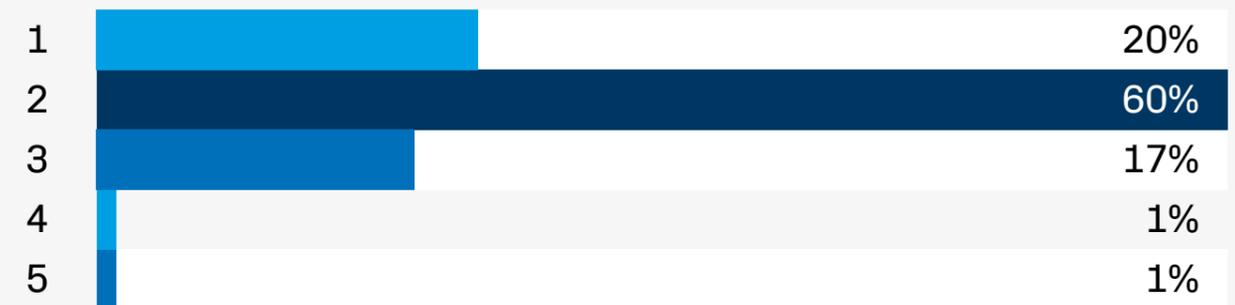


Average number of family members supported by an SFO

Family assets under SFO management



Number of generations supported by the SFO



61%

Percentage of SFOs employing family members

10

Average number of people working in an SFO



A finance-driven range of services

With financial performance as their main area of focus, most SFOs keep important financial services, such as strategic asset allocation and investment guidelines, in-house.

More than three-quarters of respondents also cited reporting/record-keeping, administration, business and advisory services, and risk management as core internal services.

Outsourced services tend to vary across SFOs, with the exception of tax and legal advisory.

“ My main responsibility is to advise the family on financial, real estate, and direct equity investments as well as on wealth planning matters.

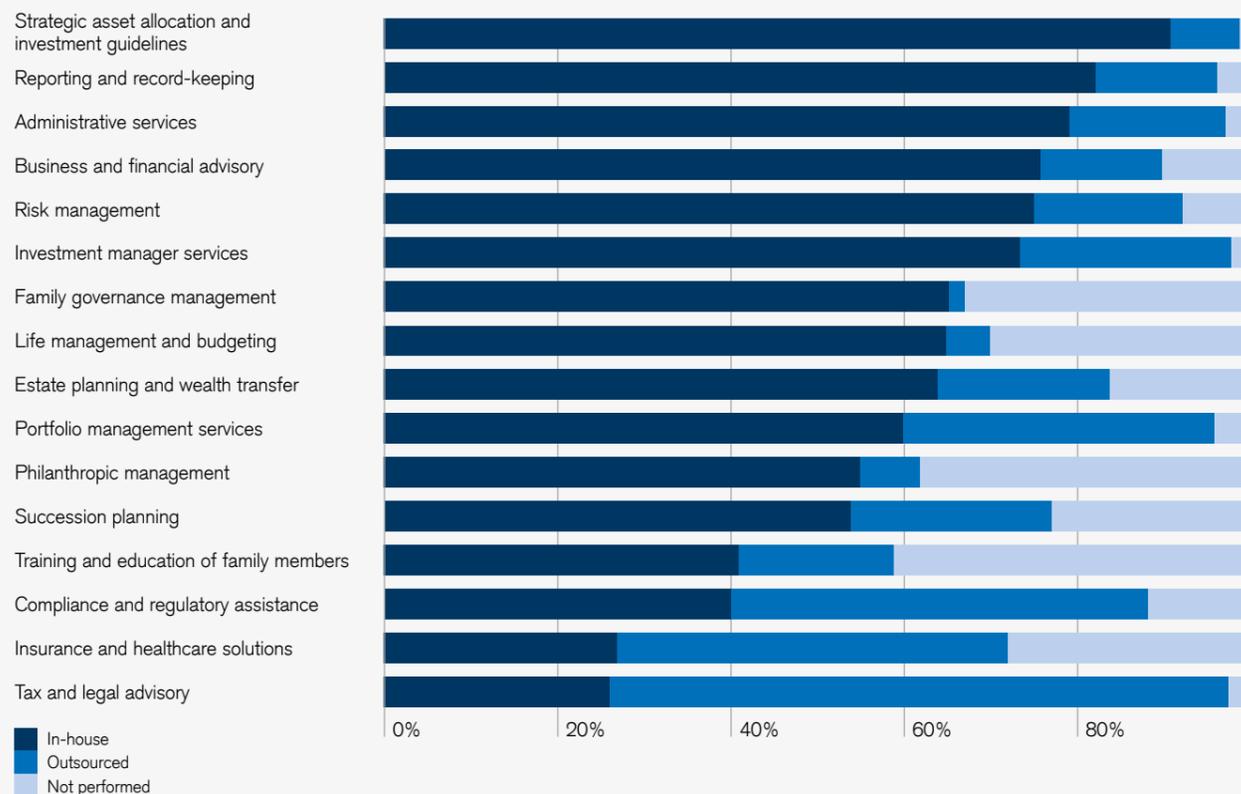
SFO of 2+ people
Managing USD 100-250 million in family assets

“ A good 80% of portfolio performance results from the fundamental portfolio mix that corresponds to investors’ individual investment objectives and risk tolerance, rather than from tactics or timing.

Sensible strategic asset allocation (SAA) may well be the SFO’s most important contribution to sustaining portfolio performance – reflected by the fact that 91% of our SFO clients consider SAA and investment guidelines as key services.

Nannette Hechler-Fayd’herbe
CIO for IWM, Credit Suisse

In-house versus outsourced services

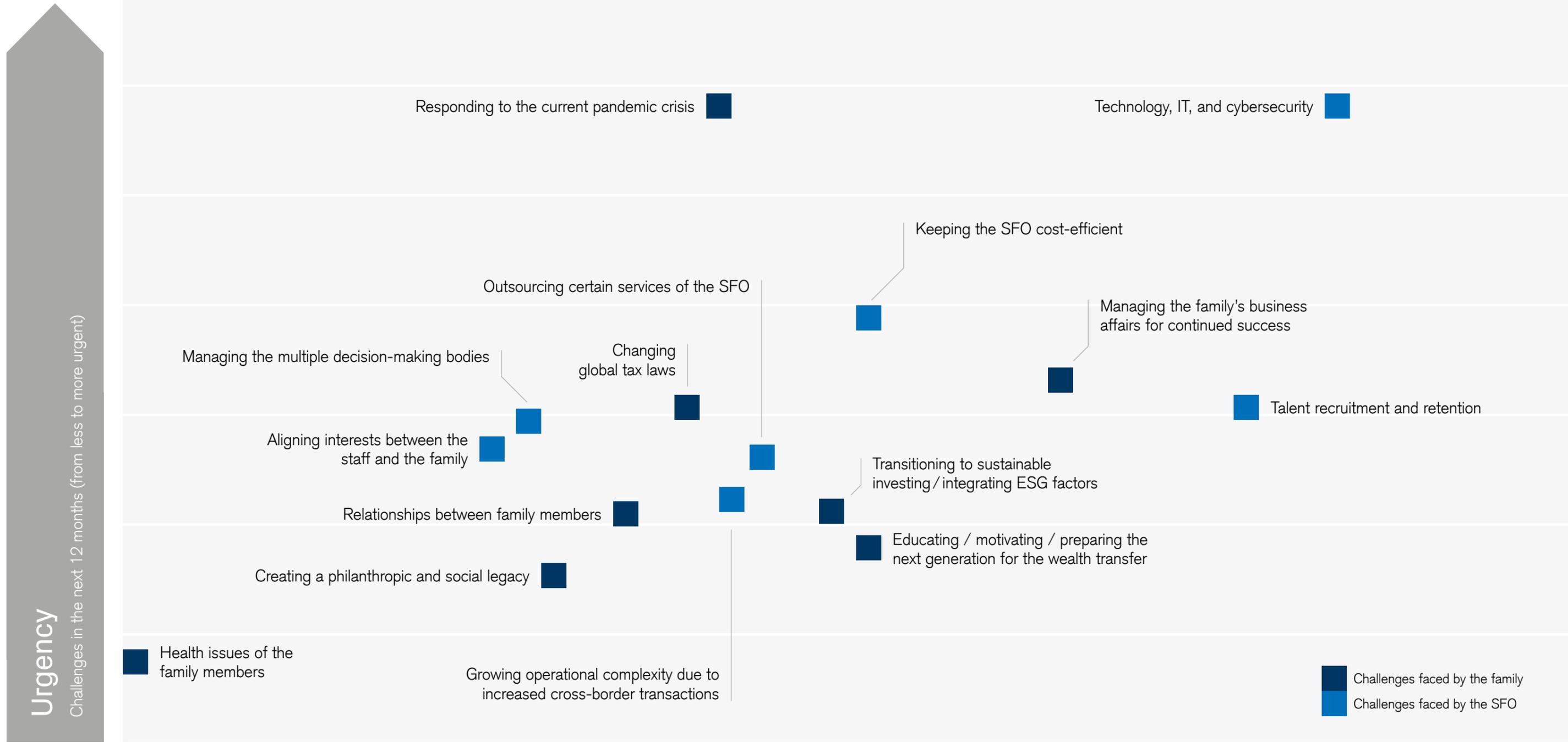


How single family offices see the future

Summary

The survey respondents were asked which challenges, if any, the SFO and the family currently face or will face in the future. Technology, IT, and cybersecurity emerged as the most pressing challenges facing SFOs, followed by cost efficiency and talent recruitment.

As for the families supported by the SFOs, they place high importance on sustainable investing and education/preparation of the next generation. Their current focus, however, is on managing the volatility related to the pandemic to ensure long-term prosperity.



Preparing the next generation

More than half of the participants reported having a written or verbal succession plan in place, while one-third of the participating SFOs are in the process of developing one. This may explain why succession planning and interpersonal clashes are not imminent concerns.

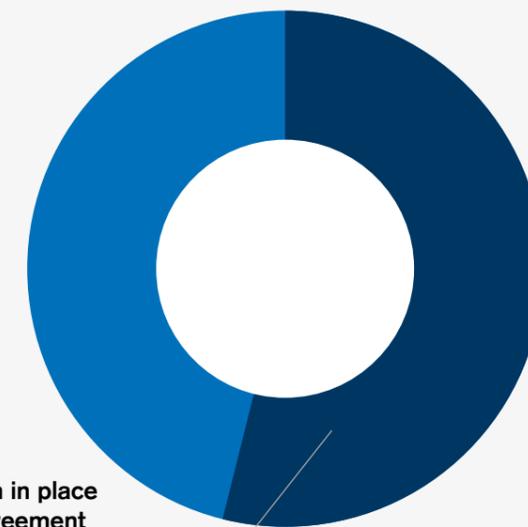
While there is some resistance to discussing ways to involve the next generation, nearly half of the respondents expressed interest in addressing the topic with peers.

Of note, a fairly high proportion of SFOs do not provide or outsource services related to training and family governance management. As we expect a major transfer of wealth between generations in the next two decades, there could be greater demand for these services as families turn their focus to ensuring a smooth transition and maintaining a sense of unity.

41% **Training and education of family members**
41% of SFOs do not perform this service (neither in-house nor with an external partner)

33% **Family governance management**
33% of SFOs do not perform this service (neither in-house nor with an external partner)

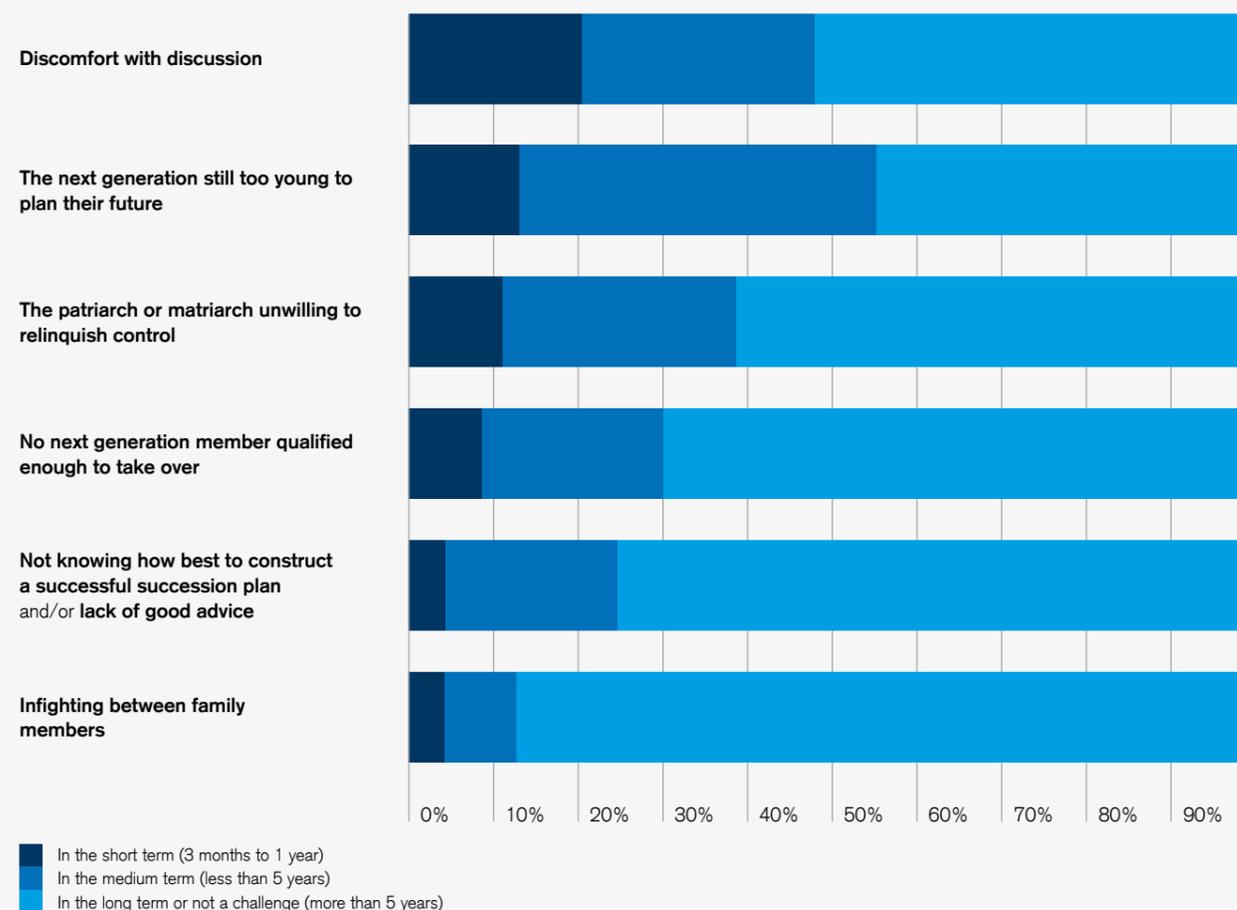
23% **Succession planning**
23% of SFOs do not perform this service (neither in-house nor with an external partner)



57%

Have the family's succession plan in place either in writing or as a verbal agreement
Another 33% have a plan under development

SFO succession planning challenges in the short, medium, and long term



A boost in sustainable investing

Although institutional investors have led the way in sustainable and impact investing, nearly half of the SFOs surveyed intend to increase their sustainable investments in the next two to three years.

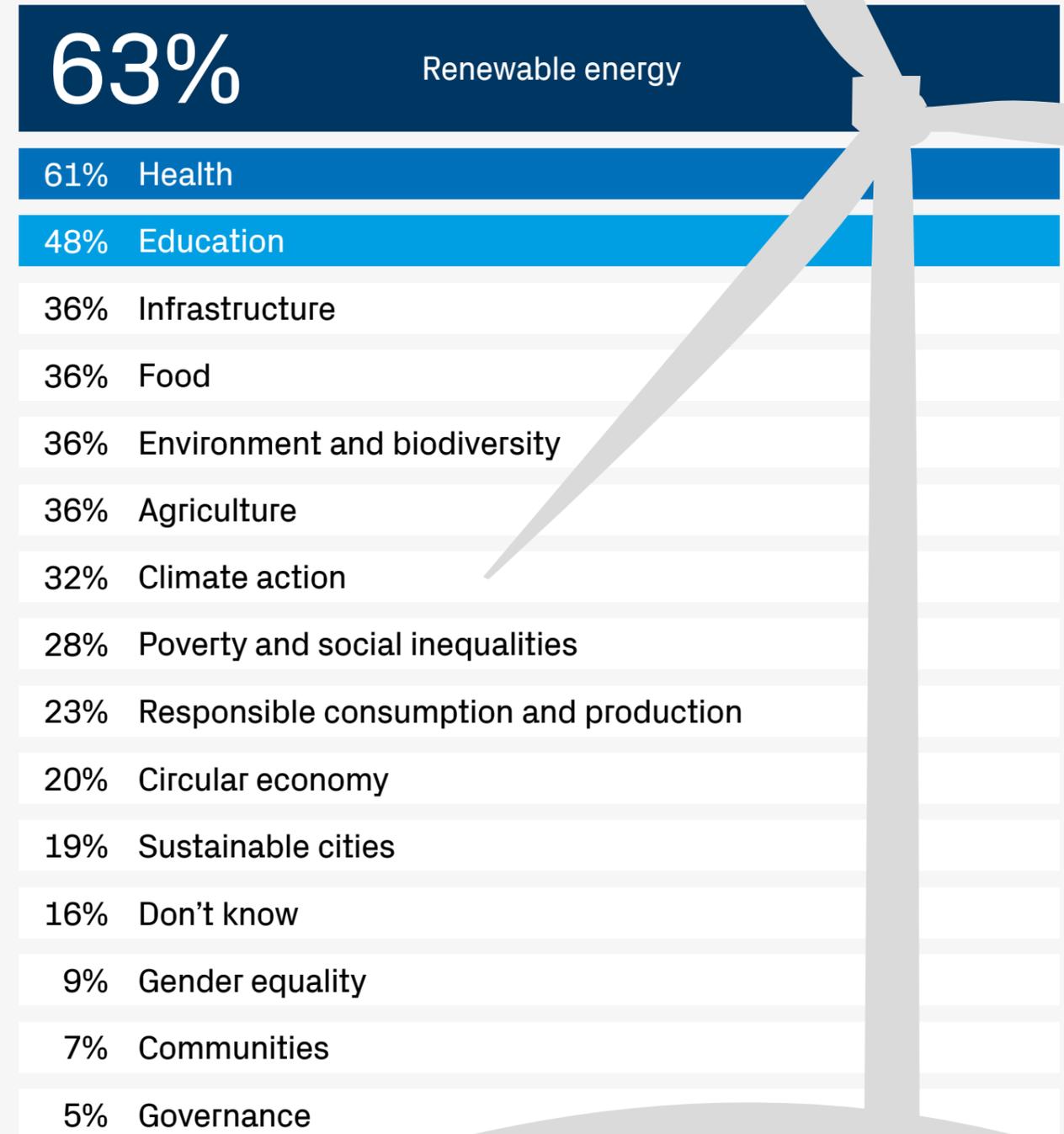
This shift reflects a range of factors, from the changing regulatory environment and growing awareness of the financial risks attached to controversial sectors, to climate change and increasing pressure from consumers and other stakeholders.

Renewable energy, followed by health and education, are considered the most compelling sustainable investment areas for SFOs.

49%

Plan to increase sustainable investments in the next 2-3 years

SFO areas of interest for sustainable investing

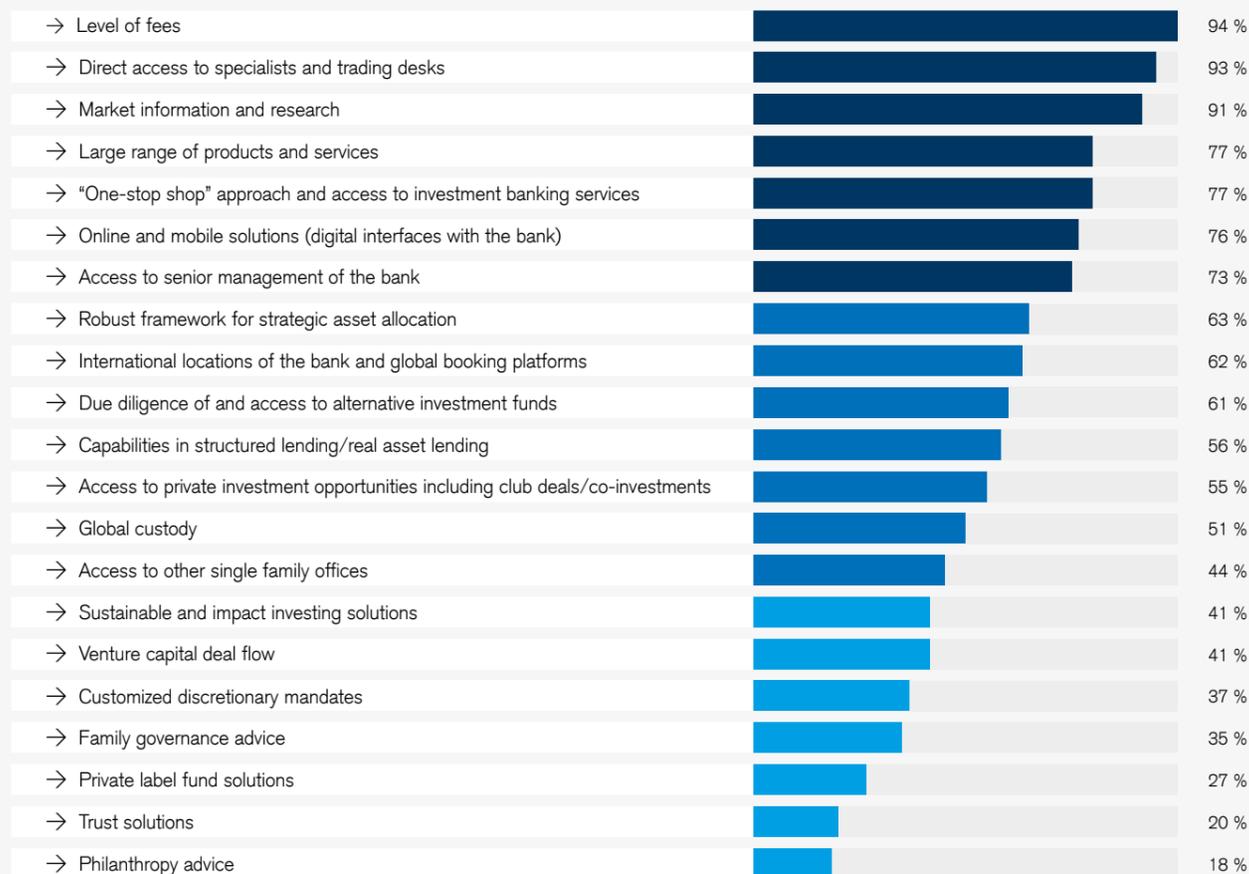


SFO expectations of banking partners

Bank selection

In light of the SFO's focus on financial performance and efficiency, it is not surprising that direct access to experts and trading desks ranks as a leading factor in bank selection. The bank's level of fees, market insight, and integrated services are also important criteria.

Products and services considered important or very important when choosing a bank



“ (Most important are) flexibility and efficient digital channels for trades, analysis, and detailed or consolidated information downloads.

SFO of 3 people
Managing USD 100-250 million in family assets

Preferred qualities in bankers

When it comes to banking partners, SFOs most value expertise and a solution-oriented mindset. Other factors, such as a can-do attitude and the personal relationship, also play a role.

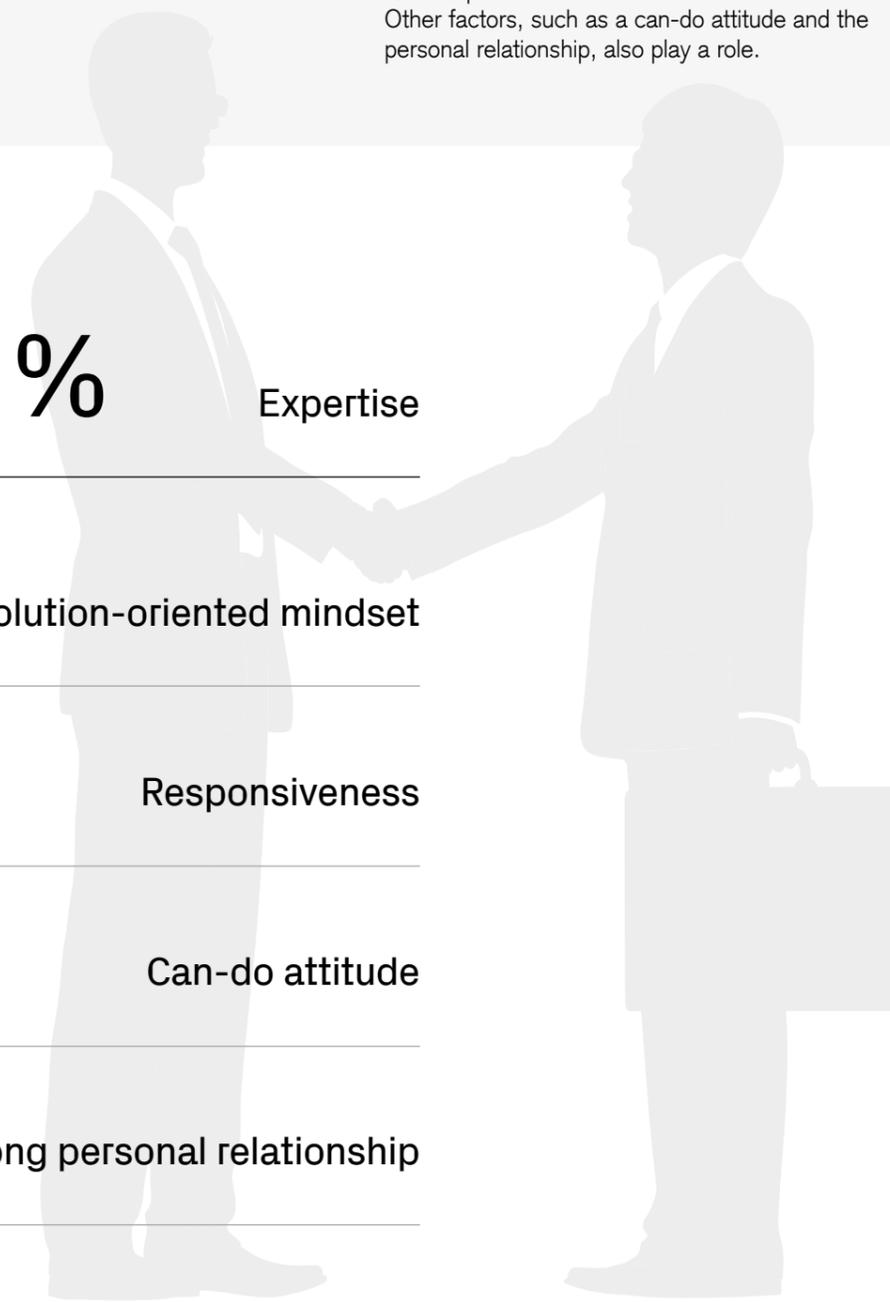
33 % Expertise

31 % Solution-oriented mindset

27 % Responsiveness

24 % Can-do attitude

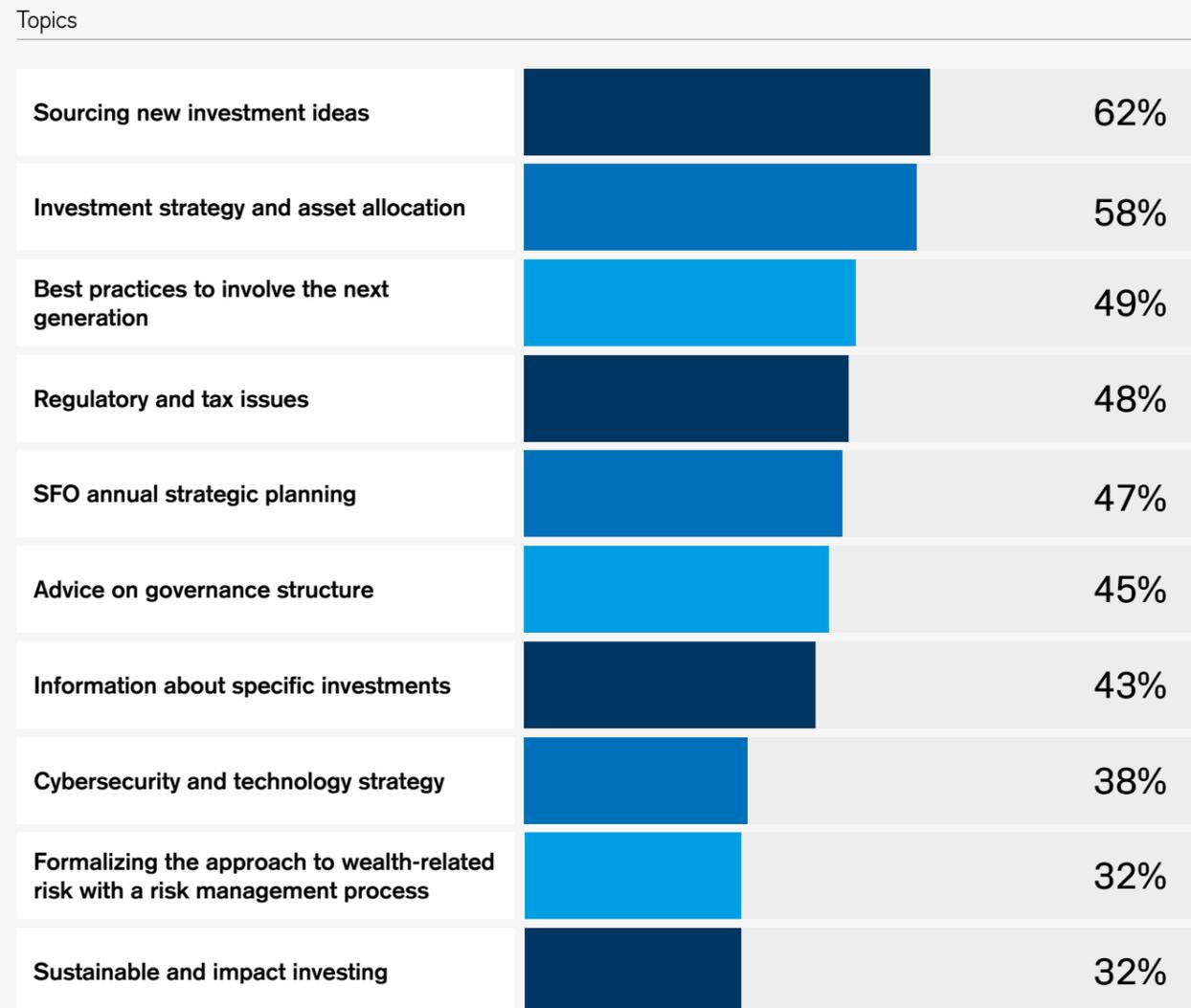
23 % Strong personal relationship



A quest to connect

Participants expressed interest in connecting with and learning from peers representing other SFOs. In addition to sourcing new investment ideas, they indicated an openness to discussing best practices and business issues that have a direct impact on SFO performance and effectiveness.

Preferred topics to discuss with other SFOs



Important information

Source: Credit Suisse, otherwise specified.

This material has been prepared by CREDIT SUISSE GROUP AG and/or its affiliates ("Credit Suisse").

It is provided for informational and illustrative purposes only, does not constitute an advertisement, appraisal, investment research, research recommendations, investment recommendations or information recommending or suggesting an investment strategy, and it does not contain financial analysis. Moreover it does not constitute an invitation or an offer to the public or on a private basis to subscribe for or purchase products or services. Benchmarks, to the extent mentioned, are used solely for purposes of comparison.

The information contained in this document has been provided as a general commentary only and does not constitute any form of personal recommendation, investment advice, legal, tax, accounting or other advice or recommendation or any other financial service. It does not take into account the investment objectives, financial situation or needs, or knowledge and experience of any persons.

The information provided is not intended to constitute any kind of basis on which to make an investment, divestment or retention decision.

Credit Suisse recommends that any person potentially interested in the elements described in this document shall seek to obtain relevant information and advice (including but not limited to risks) prior to taking any investment decision.

The information contained herein was provided as at the date of writing, and may no longer be up to date on the date on which the reader may receive or access the information. It may change at any time without notice and with no obligation to update.

To the extent that this material contains statements about future performance, such statements are forward looking and subject to a number of risks and uncertainties. It should be noted that historical returns, past performance and financial market scenarios are no reliable indicator of future performance. Significant losses are always possible.

This material is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of, or is located in, any jurisdiction where such distribution, publication, availability or use would be contrary to applicable law or regulation, or which would subject Credit Suisse to any registration or licensing requirement within such jurisdiction.

The recipient is informed that a possible business connection may exist between a legal entity referenced in the present document and an entity part of Credit Suisse and that it may not be excluded that potential conflict of interests may result from such connection.

This document has been prepared from sources Credit Suisse believes to be reliable but does not guarantee its accuracy or completeness.

Credit Suisse may be providing, or have provided within the previous 12 months, significant advice or investment services in relation to any company or issuer mentioned.

This document may provide the addresses of, or contain hyperlinks to, websites. Credit Suisse has not reviewed the linked site and takes no responsibility for the content contained therein. Such address or hyperlink (including addresses or hyperlinks to Credit Suisse's own website material) is provided solely for your convenience and information and the content of the linked site does not in any way form part of this document. Accessing such website or following such link through this document or Credit Suisse's website shall be at your own risk.

This document is intended only for the person to whom it is issued by Credit Suisse. It may not be reproduced either in whole, or in part, without Credit Suisse's prior written permission.

If distributed by Credit Suisse Securities (India) Private Limited India: This report is distributed by Credit Suisse Securities (India) Private Limited (CIN no. U67120MH1996PTC104392) regulated by the Securities and Exchange Board of India as Portfolio Manager (registration no. INP000002478), Research Analyst (registration no. INH 000001030), and as Stock Broker (registration no. INZ000248233), having registered address at 9th Floor, Ceejay House, Dr.A.B. Road, Worli, Mumbai - 18, India, T- +91-22 6777 3777

If distributed by Credit Suisse Financial Services (Israel) Ltd. in Israel: This document is distributed by Credit Suisse Financial Services (Israel) Ltd. Credit Suisse AG, including the services offered in Israel, is not supervised by the Supervisor of Banks at the Bank of Israel, but by the competent banking supervision authority in Switzerland. Credit Suisse Financial Services (Israel) Ltd. is a licensed investment marketer in Israel and thus, its investment marketing activities are supervised by the Israel Securities Authority.

If distributed by Credit Suisse Securities (Japan) Limited ("CSJL") in Japan: In Japan, this material is distributed by Credit Suisse Securities (Japan) Limited ("CSJL"), a registered Financial Instruments Firm (Director-General of Kanto Local Finance Bureau (Kinsho) No. 66). CSJL is a member of Japan Securities Dealers Association, Financial Futures Association of Japan, Japan Investment Advisers Association and Type II Financial Instruments Firms Association.

South Africa: The legal entities Credit Suisse AG (FSP number 9788) and Credit Suisse UK (FSP number 48779) are registered as financial services providers with the Financial Sector Conduct Authority in South Africa

Copyright © 2021. CREDIT SUISSE GROUP AG and/or its affiliates. All rights reserved.



[credit-suisse.com](https://www.credit-suisse.com)

