

## The Raw Truth:

The Tidal Wave of Women in Wealth  
RI, Bioscience and Guiding Client Behaviors

Is your practice ready?



Invest and make an impact

NEW  
MINDSET



NEW  
RESULTS



# Women will manage unprecedented levels of wealth

Women in Canada will control approximately **\$3 trillion** in personal wealth by the end of 2024<sup>1</sup>

Baby-boomer women (born between 1946-1964) are the most **financially empowered generation of women in history**<sup>2</sup>

<sup>1</sup>Investor Economics, 2015 Household Balance Sheet Report

<sup>2</sup>Mary Brown, Carol Orsborn, Ph.D., BOOM: Marketing to the Ultimate Power Consumer – The Baby-Boomer Woman, 2006





# Women living longer and **inheriting more**



*In Canada:*

- 76% of women expected to reach age 80, vs. 65% of men<sup>1</sup>
- 17% of women expected to reach age 95, vs. 9% of men<sup>1</sup>

During some point in their lives, it's expected that 90% of women will be the primary financial decision maker<sup>2</sup>

<sup>1</sup>Canadian Institute of Actuaries, the Canadian Pensioners' Mortality Table, published 2014

<sup>2</sup>Jacqueline Nelson, Globe and Mail, Report on Business, The changing Face of Wealth, 2014



## Women are goals-based investors



When it comes to wealth, women are more focused on achieving life goals, not financial outcomes or returns

- 41% of women (vs. 35% of men) highly regard financial advice aimed at meeting their lifetime goals

Source: Roubini ThoughtLab, Wealth and Asset Management 2021: Preparing for Transformative Change, 2016




 Desjardins

# There's a **disconnect**

Between women's needs and traditional financial services

# A disconnect and a gap to fill

**63%**  
of Canadians



would be ready to  
invest in RI

**vs.**


**13%**  
have talked about it



with their advisor

**and**

**62%**  
of Canadians



consider it important that  
their financial institution  
offer a range of RI products



It's no wonder **traditional financial services** are **falling short**

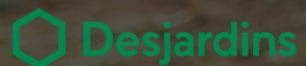


Women need greater:

- Access to goals-based investment products
- Education integrated into the financial planning process
- Financial services tailored to their distinct needs

Goals-based financial planning can result in a 15% boost to utility-adjusted wealth vs. a traditional approach

Source: Morningstar report, The importance of goal-based investing, 2017



Desjardins

Women want to make an **impact**  
There's never been a better time to align your values  
with your investments

# World-class opportunities

## SUSTAINABLE DEVELOPMENT GOALS





## Women value making a positive impact

In a global survey of women:

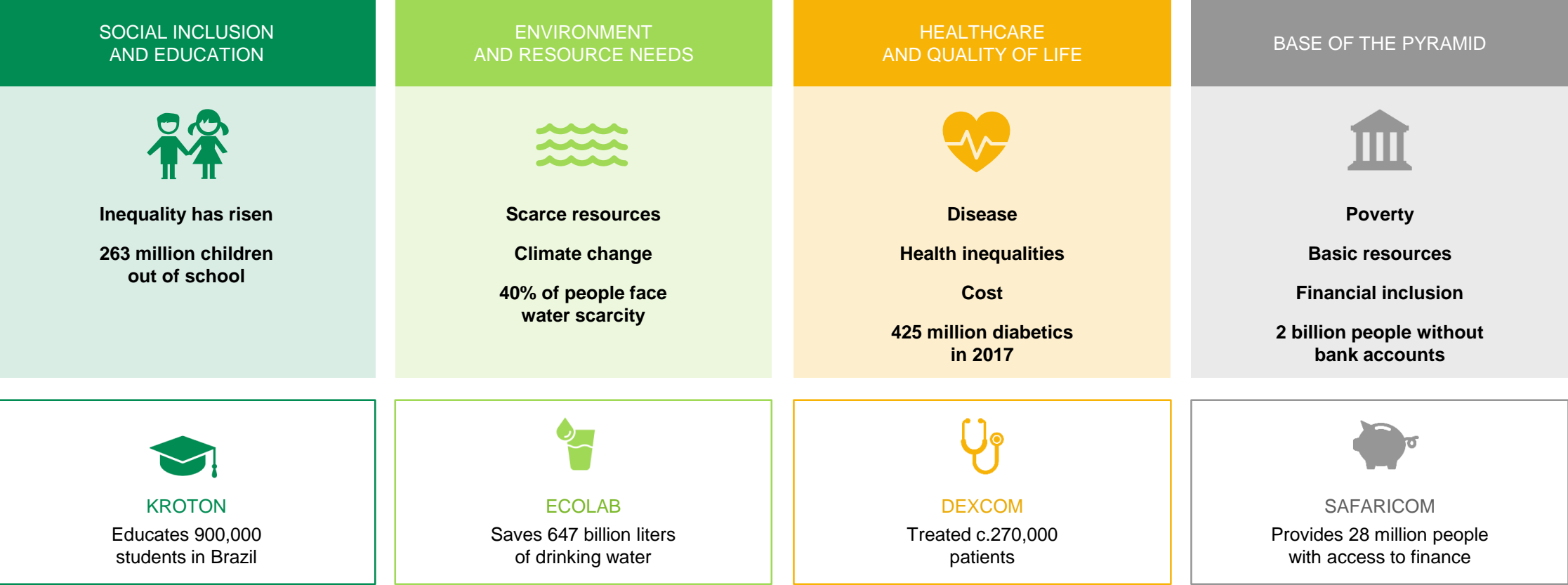
**69%**  
would be  
interested in  
investing  
responsibly

**83%**  
care where  
they're  
investing

**63%**  
feel compelled to  
invest responsibly

Source: Moxie Future, Understanding Female Investors: Women Using Capital to Change the World, 2018

# Investing in companies that solve serious challenges helps to create a better world



Source: CM8583 Desjardins Positive Change 34429 0918, 34429 INS PS 5527

# Responsible investing catching on fast

Launched in 2006, the UN invited the world's largest institutional investors to develop the Principles for Responsible Investment (PRI).



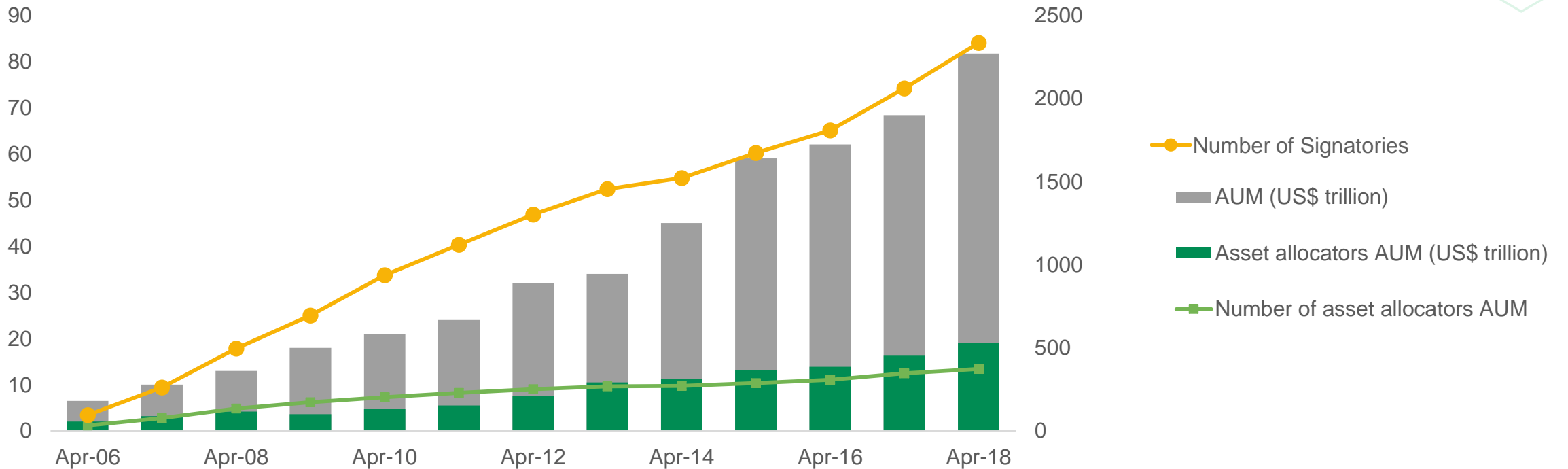
Grown from 100 to MORE THAN

**1,800**  
SIGNATORIES



Representing MORE THAN

**US \$68 trillion**  
IN ASSETS UNDER MANAGEMENT (AUM)

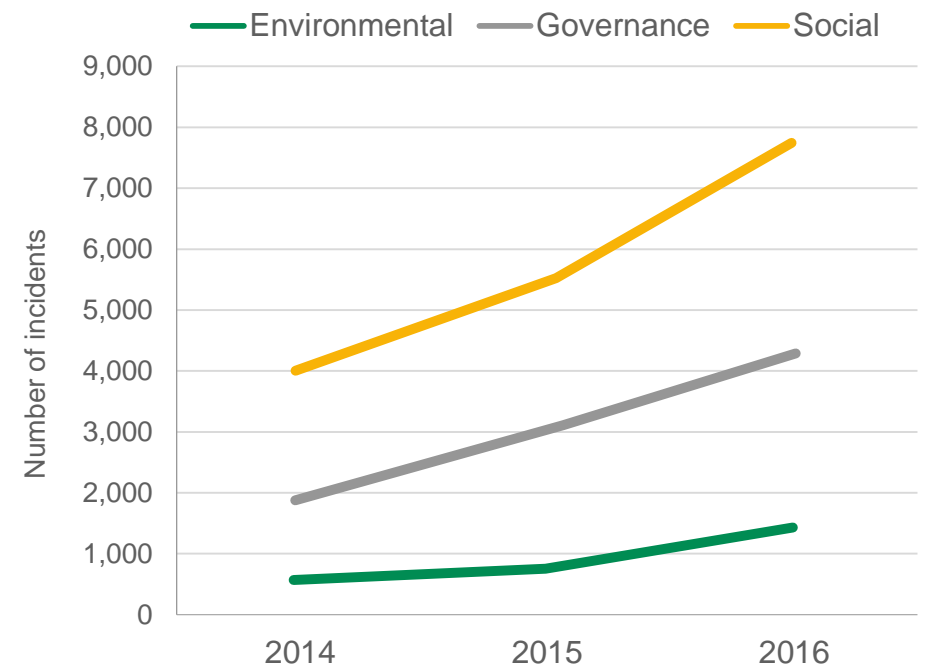


Source: UNPRI, as of April 2018

# Responsible investing can help during market volatility

- Firms that avoid ESG incidents outperformed the global market by 11% between 2014 and 2017<sup>1</sup>
- During volatility in 2018, two-thirds of U.S. sustainable funds performed in the top half of their respective categories<sup>2</sup>
- More than 80% of sustainable funds outperformed the S&P 500 during volatility<sup>2</sup>

Environmental, Social and Governance (ESG) incidents growing among companies<sup>1</sup>



<sup>1</sup>Sustainalytics, Understanding ESG Incidents: Key Lessons for Investors, 2017

<sup>2</sup>MarketWatch/Morningstar data, 'Sustainable' funds outperformed the broad market in the recent correction, 2018

# A different lens on **money**

## Money for MEN is about...

- Being a protector/provider
- Status
- Achievement, keeping score
- Products
- Credentials
- Make it grow (compete)

## Money for WOMEN is about...

- Not being dependent
- Security
- Relationships
- Comprehensive Plan
- Trust
- Make it last (longevity)

Source: Buchanan Marketing, Women and Finance Study, 2010



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