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
Women in Canada will control approximately $3 trillion in personal wealth by the end of 2024\(^1\)

Baby-boomer women (born between 1946-1964) are the most financially empowered generation of women in history\(^2\)

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\(^1\)Investor Economics, 2015 Household Balance Sheet Report
\(^2\)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\(^1\)
- 17% of women expected to reach age 95, vs. 9% of men\(^1\)

During some point in their lives, it’s expected that 90% of women will be the primary financial decision maker\(^2\)

\(^1\)Canadian Institute of Actuaries, the Canadian Pensioners’ Mortality Table, published 2014
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.

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.
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
Women want to make an **impact**

There’s never been a better time to align your values with your investments
World-class opportunities
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

**SOCIAL INCLUSION AND EDUCATION**

- **Inequality has risen**
  - 263 million children out of school

**ENVIRONMENT AND RESOURCE NEEDS**

- **Scarce resources**
  - Climate change
  - 40% of people face water scarcity

**HEALTHCARE AND QUALITY OF LIFE**

- **Disease**
  - Health inequalities
- **Cost**
  - 425 million diabetics in 2017

**BASE OF THE PYRAMID**

- **Poverty**
  - Basic resources
- **Financial inclusion**
  - 2 billion people without bank accounts

**CASE STUDIES**

- **KROTON** Educatess 900,000 students in Brazil
- **ECOLAB** Saves 647 billion liters of drinking water
- **DEXCOM** Treated c.270,000 patients
- **SAFARICOM** Provides 28 million people with access to finance

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\(^1\)
- During volatility in 2018, two-thirds of U.S. sustainable funds performed in the top half of their respective categories\(^2\)
- More than 80% of sustainable funds outperformed the S&P 500 during volatility\(^2\)

\(^1\)Sustainalytics, Understanding ESG Incidents: Key Lessons for Investors, 2017
\(^2\)MarketWatch/Morningstar data, ‘Sustainable’ funds outperformed the broad market in the recent correction, 2018
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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