

# Digital Demand in Wealth Management Highest in Asia-Pacific<sup>1</sup>

Asia-Pacific Wealth Report 2014 from Capgemini and RBC Wealth Management



**82%** of Asia-Pacific HNWI<sup>2</sup> (excl. Japan) expect most of their wealth management relationships to be digital in the next **five years**

Digital Shortcomings Could Cause HNWI<sup>2</sup> to Leave Firms

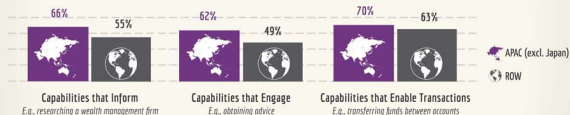
**83%**

of HNWI<sup>2</sup> in Asia-Pacific (excl. Japan) would consider leaving firms that lack an integrated digital channel experience



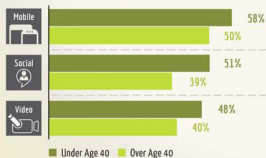
Compared to **62%** of HNWI<sup>2</sup> in the rest of the world<sup>3</sup>

HNWI<sup>2</sup> in Asia-Pacific Place Great Importance on Digital for All Types of Interactions with Firms

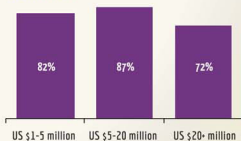


Digital Demands of HNWI<sup>2</sup> in Asia-Pacific (excl. Japan) are High Across All Age and Wealth Levels

Emerging digital channels showing high adoption promise



Strong demand for digital across all wealth levels



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1. We have broken out Japan from the Asia-Pacific analysis as investor behavior has typically been different from that of the more emerging markets within Asia-Pacific.  
 2. HNWI<sup>2</sup> are defined as those having investable assets of US\$1 million or more excluding primary residence, collectibles, consumables and consumer durables  
 3. Rest of world (ROW) refers to all countries covered in the Capgemini, RBC Wealth Management and Scorpio Partnership Global HNWI<sup>2</sup> Insights Survey 2014 except those in Asia-Pacific  
 Source: Asia-Pacific Wealth Report 2014, Capgemini and RBC Wealth Management; Capgemini, RBC Wealth Management and Scorpio Partnership Global HNWI<sup>2</sup> Insights Survey 2014