



Market Different (to the UHNW)

13 January 2015
Luxury Retail Summit
New York

WWW.WEALTHX.COM

Agenda

About Wealth-X

The Ultra Wealthy are Different

Three Deadly Sins

What is the Market & Where are the UHNW?

The UHNW Luxury Market

Engaging the Ultra Affluent

Wealth-X Overview

About Wealth-X

VISION

To create a perfect market between those individuals with substantial financial means and those with authentic reasons to engage them

MISSION

To help Luxury Brands, Private Wealth Managers and Non-Profits better serve their existing key revenue clients and proactively engage their “Future Clients” through bespoke sales and marketing strategies driven by the most curated wealth intelligence

CORE VALUES

Service, Integrity, Authority, Understanding, Discretion, Partnership

Factsheet

8/10



Of top 10 Global Private Banks are Clients

600 +

More Billionaires Identified than Forbes

160



Countries Included

225,000

Average Weekly Database Changes

165 +

Highly-Trained Researchers

200 +

Global Staff

16,151,730
49

Data Points

33



Languages Spoken by Staff

How We Work

Publicly Available Sources

Online and offline, paid and free, to source our information in many languages; no interviews; no phone calls

Thousand of Sources

Paid search tools to free search magazines, newspapers, global stock exchanges, public filings and more

Financial Analyses

Dizzying array of forensic accounting, modeling, and private company valuations

Our Clients

250+
Clients

20
Countries

94%
Renewal Rate

56%
Upgrade Rate

Located in every major business center from New York to Singapore.

Private Banks, Luxury Brands, Academic Institutions, Non-Profit Organizations, Aircraft Manufacturers, Auction Houses, Investment Banks, Yacht Builders, Multi Family Offices, Luxury Retailers, Private Equity Firms and Lobbying Groups.

Bespoke Intelligence Dossier

Every word in a Wealth-X dossier is meticulously crafted by hand. Our researchers review thousands of sources and only include that which has been verified from at least two publicly available sources.

102

Distinct Fields

19

Sections

1.5

Days to Create

5.9

Days Turnaround

BACKGROUND
BIOGRAPHY
CAREER
HISTORY
EDUCATION
HISTORY
INTERESTING FACTS
WEALTH ANALYSIS
INTERESTS, PASSIONS, HOBBIES
PHILANTHROPY
CLUBS & BOARDS

KNOWN ASSOCIATES
SERVICE PROVIDERS
FAMILY DETAILS
NEWS
POLITICAL INTERESTS
BANKRUPTCY
SIGNIFICANT LITIGATION
PRIVATE FOUNDATION
FAMILY OFFICES
BUSINESS CONTACT INFORMATION

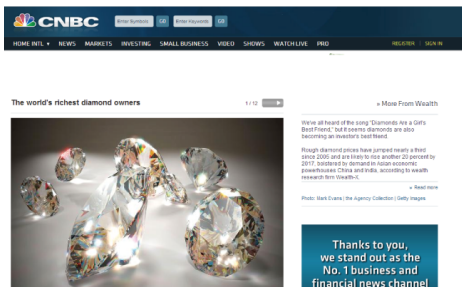
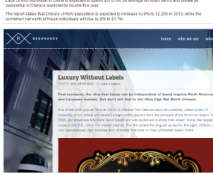
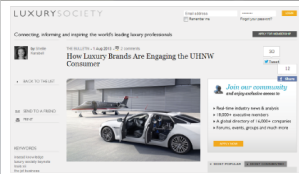
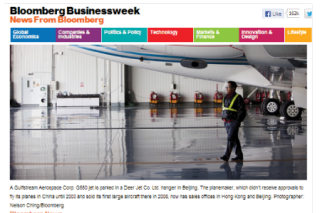


Masayoshi SON
Dossier
17 Aug 2015

The image shows a multi-page dossier for Masayoshi SON. The first page is the cover page with the name and date. The subsequent pages are organized into columns, each representing a different section of the dossier. The sections include: BACKGROUND, BIOGRAPHY, CAREER, HISTORY, EDUCATION, HISTORY, INTERESTING FACTS, WEALTH ANALYSIS, INTERESTS, PASSIONS, HOBBIES, PHILANTHROPY, CLUBS & BOARDS, KNOWN ASSOCIATES, SERVICE PROVIDERS, FAMILY DETAILS, NEWS, POLITICAL INTERESTS, BANKRUPTCY, SIGNIFICANT LITIGATION, PRIVATE FOUNDATION, FAMILY OFFICES, and BUSINESS CONTACT INFORMATION. Each section contains detailed, verified information about the individual.



Noted Expertise



The Ultra-Wealthy Are Different

More Money

There are key differences between the mass affluent, high-net-worth and the ultra-high-net worth and the super rich...

One of them: More money in their bank account

A photograph of an ATM withdrawal slip. The slip shows transaction details including sequence number, amount, ATM owner fee, total, and available balance. The available balance is circled in red.

SEQ NBR: 6568	AMT:	\$400.00
	ATM OWNER FEE	\$2.75
	TOTAL	\$402.75
SAVINGS WITHDRAWAL		
AVAILABLE BALANCE		\$99,864,731.94
BALANCE		\$99,864,731.94

Some locations have larger budgets...



Three Deadly Sins of Luxury Marketing and Sales to the Ultra-Affluent

Scenario 1

Hidden Key Clients in Existing Client Database

- **What you Know Today:**
 - Client A has been spending several thousands dollars with you over the last 2-3 years for either family members, graduations, etc. But has yet to purchase six figures with your brand
 - He/she is in your database and receives your weekly newsletter and “flash” sale alerts
- **What you Don’t Know:**
 - He/she is worth \$100M; mostly liquid
 - Loves fine jewelry and is a collector of art and luxury cars
- **Intelligence Deficit Impact:**
 - Implicit brand erosion with this individual because the marketing and communications strategy for he/she is the same as the rest of your clients
 - Undermining ability to sell higher priced items to this individual
- **How Intelligence Can Turn it Around:**
 - **With the knowledge of their net worth, passions, hobbies, interests and relationships, craft a bespoke approach to that individual**

Scenario 2

Integrated View of a Key Client across Global Retail Footprint

- **What you Know Today:**
 - Your Hong Kong office knows they spend in excess of \$100,000 per year at their retail store and \$100,000 in the Paris store
- **What you Don't Know:**
 - He/She is worth \$500M; \$100M liquid
 - Only likes bespoke items
- **Intelligence Deficit Impact:**
 - This individual shows up in the New York retail store
 - He expects to be treated appropriately but because the CRM systems are not share, the NYC staff treat this guest as any other prospective client
 - NYC Retail store hosts a large event for its top regional clients and this individual is not invited
- **How Intelligence Can Turn it Around:**
 - **Intelligence about this individual is shared across a global CRM platform for a 360 degree view of this individual scaled across the global retail sales organization**

“Faith without Works is Dead”

Aspen
Snowmass | **Sotheby's**
INTERNATIONAL REALTY

ASPEN | SNOWMASS
SALT LAKE CITY | CARBONDALE

970.925.6060
AspenSnowmassSIR.com

**Red Mountain
Ranch**

6 Bedrooms,
6 Full, 1 Half Baths
8,422 Sq Ft.

\$19,500,000



Gary Fel
970.948

Scenario 3

Hope Marketing Event

- **What you Do Today:**
 - Marketing decides to host an exclusive event for Scotch and wine tasting with dinner by a famous Chef
 - Marketing calls the manager of the NYC retail store and says please invite your top clients and ask them to invite their “friends”
- **Intelligence Deficit Impact:**
 - You hope is that those key clients will bring not only their friends, but their financially qualified friends who might have a passion for your product
 - You hope that during the course of the night you meet and have an opportunity to discover an engaging conversation and connect with that individual, whom you hope has the financial wherewithal to afford your product
 - You hope to have a reason to follow-up
- **How Intelligence Can Turn it Around:**
 - **Proactively map out the social graph of individuals around your top clients, be specific about who you want in the room, understand everything about them before they walk in the door and have all sales staff prepared for that engagement (we call this a Future Client Strategy mapping exercise)**

What is the Market and Where are the UHNW?

Definitions

Ultra-High-Net-Worth Individuals are those with a net worth of at least
US\$30 million

Demi-Billionaires are those with a net worth between US\$500 and
US\$1 billion

Billionaires are those with a net worth of at least US\$1 billion

After accounting for shares in Public/Private companies, Residential Investments & Luxury Goods,
such as Art, Planes, Motor cars, Yacht, Watches & Jewellery

UHNW Population: Larger and Wealthier

211,275

UHNW Individuals

US\$ **29.7** trillion

UHNW Wealth

Almost One Million People Have Access to UHNW Resources



845,000

Principal, plus spouse
and 2 adult children

The “Typical” UHNW Individual

Average Net Worth

US\$141 million

Average Age

59 years

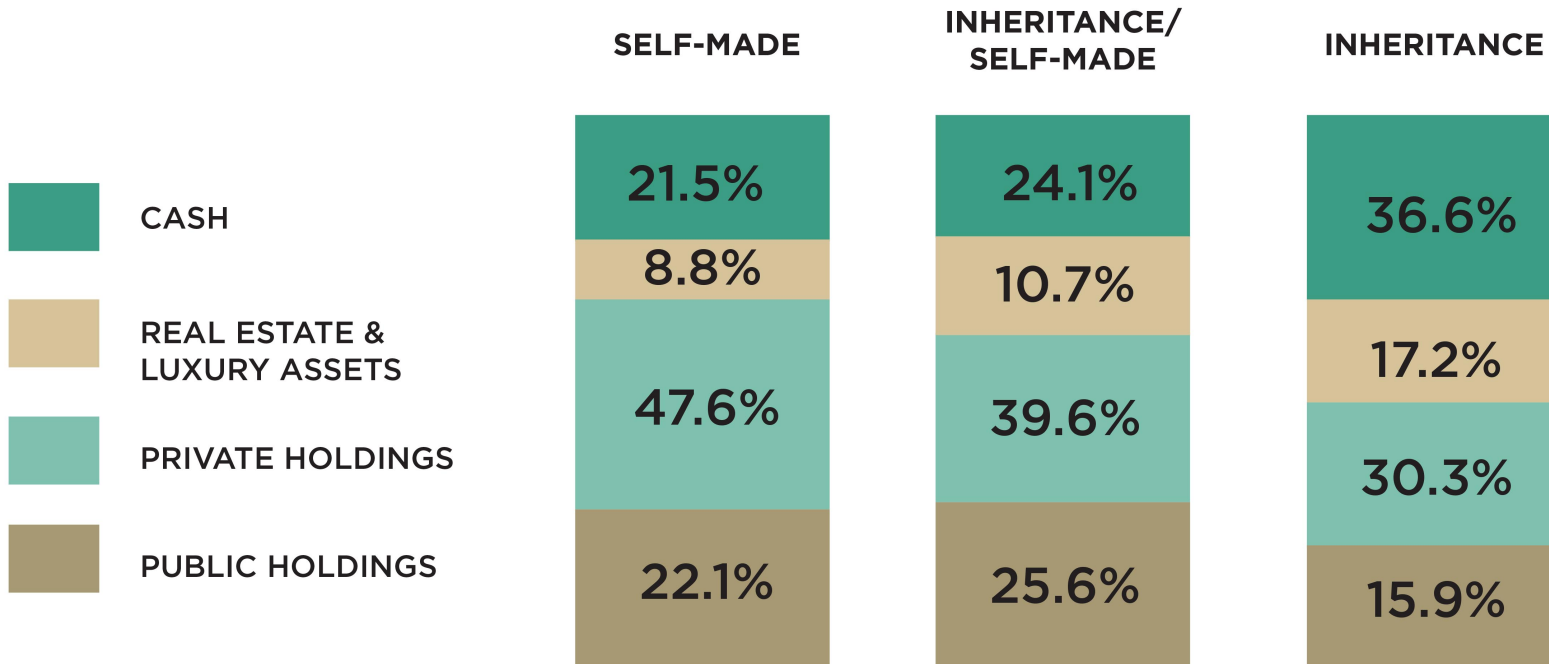
Average Liquidity

US\$35 million

Average Number of Children

2 children

Private Wealth Dominates



Most Concentrated Consumer Segment


 0.004%

 of the world's
population

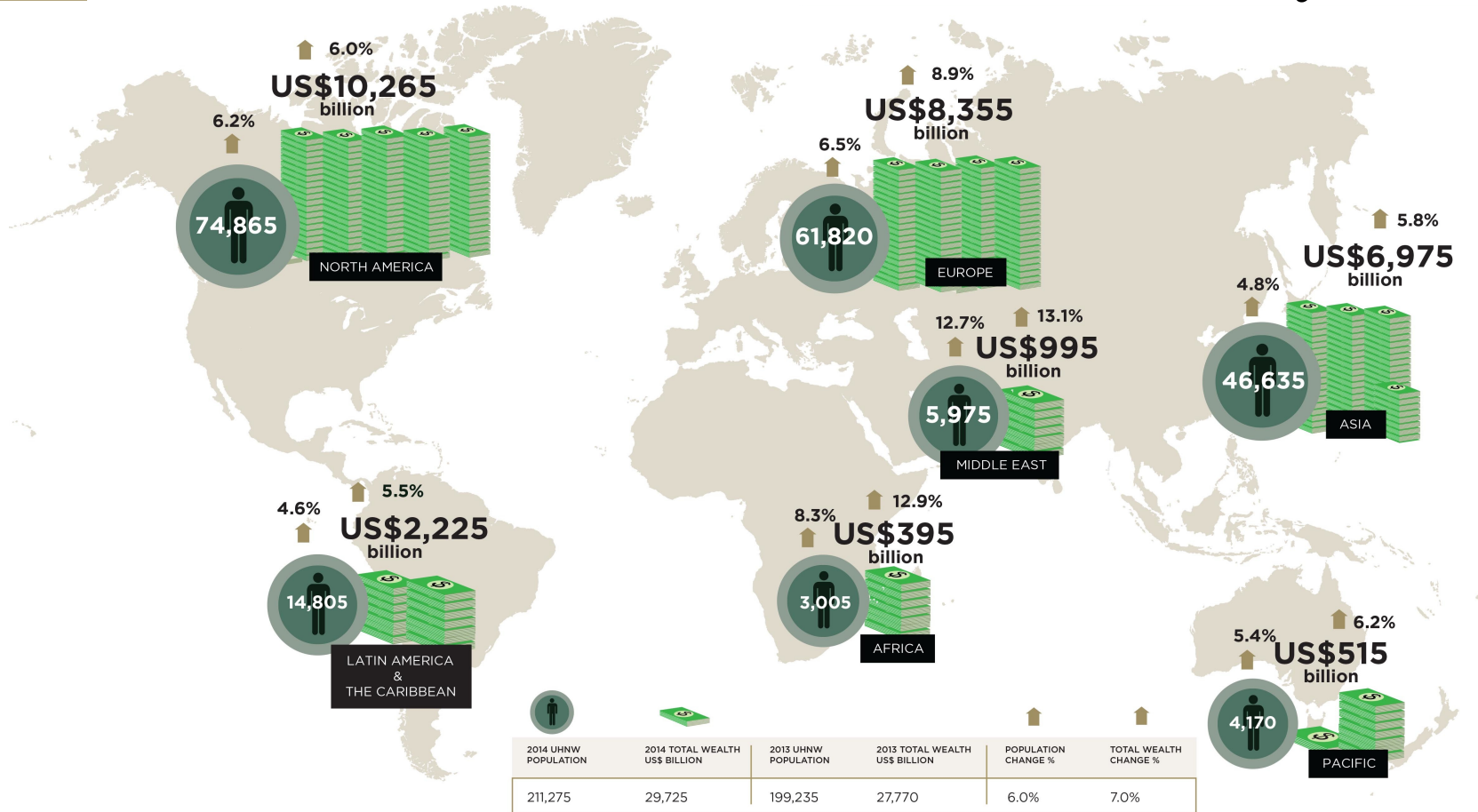

 13%

 of the world's
wealth

211,275 individuals

	UHNW Market	UHNW Share
Wealth Management	US\$7,395 billion	37%
Luxury	US\$234 billion	19%
Non- Corporate Philanthropy	US\$90 billion	18%

Where Are The World's Ultra Wealthy?



USA Keeps its Pole Position

	COUNTRY	UHNW POPULATION	UHNW WEALTH US\$ billion
1	UNITED STATES	69,560	9,630
2	GERMANY	19,095	2,580
3	JAPAN	14,720	2,430
4	UNITED KINGDOM	11,510	1,445
5	CHINA	11,070	1,565

Top 10 World Cities

	CITY	UHNW POPULATION	2012-2013 CHANGE %
1	NEW YORK, UNITED STATES	8,655	7.9%
2	LONDON, UNITED KINGDOM	6,815	7.2%
3	TOKYO, JAPAN	6,185	2.8%
4	SAN FRANCISCO, UNITED STATES	5,460	12.8%
5	LOS ANGELES, UNITED STATES	5,135	3.8%
6	OSAKA, JAPAN	3,405	3.2%
7	PARIS, FRANCE	3,345	4.7%
8	HONG KONG	3,335	4.9%
9	CHICAGO, UNITED STATES	2,885	8.3%
10	MEXICO CITY, MEXICO	2,780	3.2%

New Generations of Billionaires Emerge

	2014		2013		2013-2014	
	NUMBER OF BILLIONAIRES	TOTAL WEALTH US\$ billion	NUMBER OF BILLIONAIRES	TOTAL WEALTH US\$ billion	POPULATION CHANGE %	WEALTH CHANGE %
TOTAL	2,325	7,291	2,170	6,516	7.2%	11.9%
SELF-MADE	1,273	4,051	1,298	3,825	-1.9%	5.9%
INHERITANCE/ SELF-MADE	599	1,750	434	1,370	38.0%	27.7%
INHERITANCE	453	1,490	438	1,321	3.4%	12.8%

Billionaires' Network of Wealth

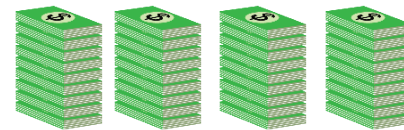


Average Number of UHNW Known Associates



Average Number of Billionaire Known Associates

US\$16 Billion



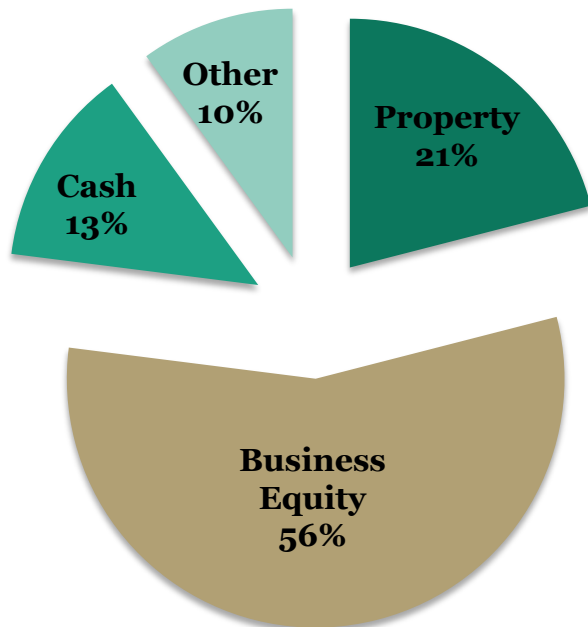
Average Social Graph

Demi-Billionaires Grow Fastest

WORLD UHNW NET WORTH	2014		2013-2014	
	UHNW POPULATION	UHNW WEALTH US\$ Billion	POPULATION CHANGE	WEALTH CHANGE
\$1 billion +	2,325	7,291	7.1%	11.9%
\$750 to \$999 million	1,295	1,075	19.9%	15.7%
\$500 to \$749 million	3,590	2,464	14.9%	12.6%
\$250 to \$499 million	9,335	3,530	7.4%	3.2%
\$200 to \$249 million	14,580	3,170	6.3%	4.9%
\$100 to \$199 million	25,400	3,660	6.6%	5.5%
\$50 to \$99 million	63,120	4,775	3.9%	1.2%
\$30 to \$49 million	91,630	3,760	6.7%	7.3%
TOTAL	211,275	29,725	6.0%	7.0%

Not *that* much is left over...

Holdings of UHNW Individual with US\$30 million



- Property yields 6% - \$378,000
 - Cash Investment Portfolio 75% invested/Investment Yield 10% - \$292,500
 - Business Yield 5% - \$840,000
-
- Annual Income \$1,510,500
 - Taxes \$(453,150)
 - Residence \$(198,540)
 - Tuition \$(80,000)
 - Savings \$(300,000)
 - **Remainder** \$478,810

Looking Ahead to 2019

UHNW POPULATION AND WEALTH TRENDS



**24% more
UHNW
Individuals**

**29% more
UHNW
Wealth**

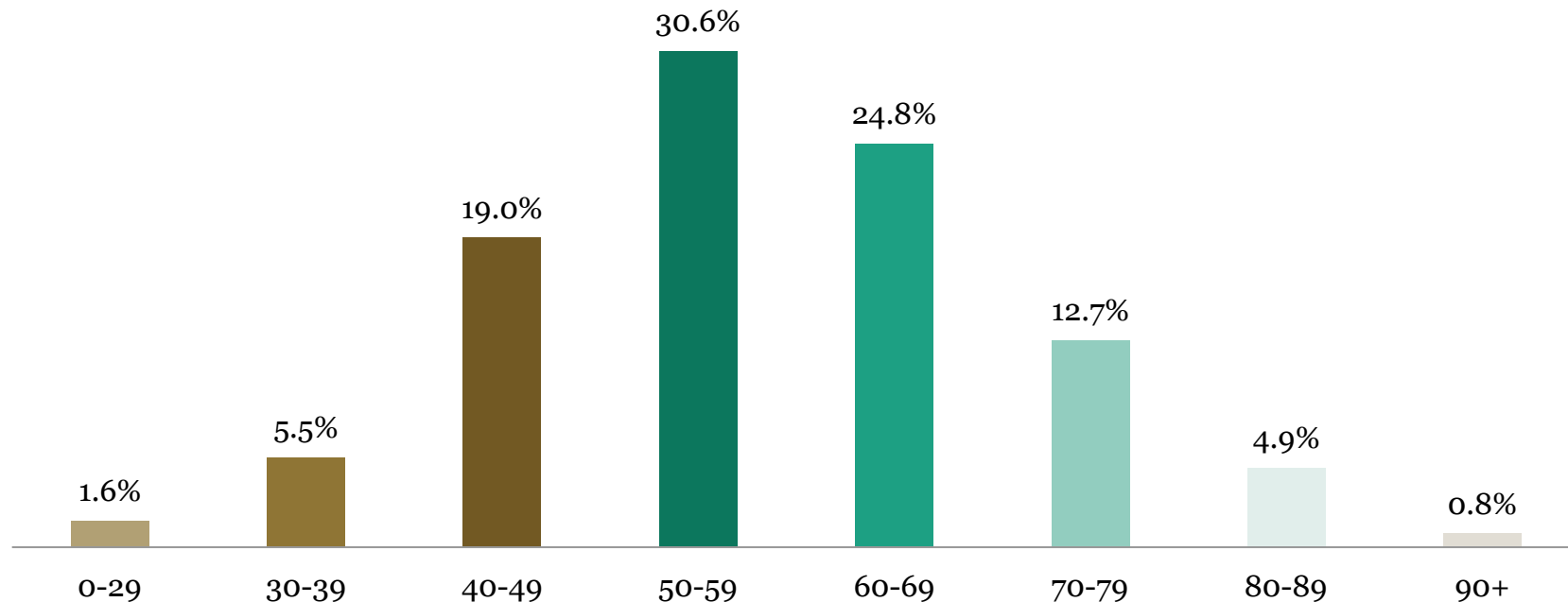


Five Year Forecast

REGION	AVERAGE ANNUAL POPULATION CHANGE %	AVERAGE ANNUAL WEALTH CHANGE %
North America	4.2%	5.2%
Europe	3.3%	4.5%
Asia	5.7%	6.7%
Latin America	4.3%	4.9%
Middle East	6.0%	5.1%
Oceania	3.9%	3.3%
Africa	7.0%	5.5%
World	4.4%	5.3%

Significant Trend #2

Almost 75% of the UHNW Population is over 50

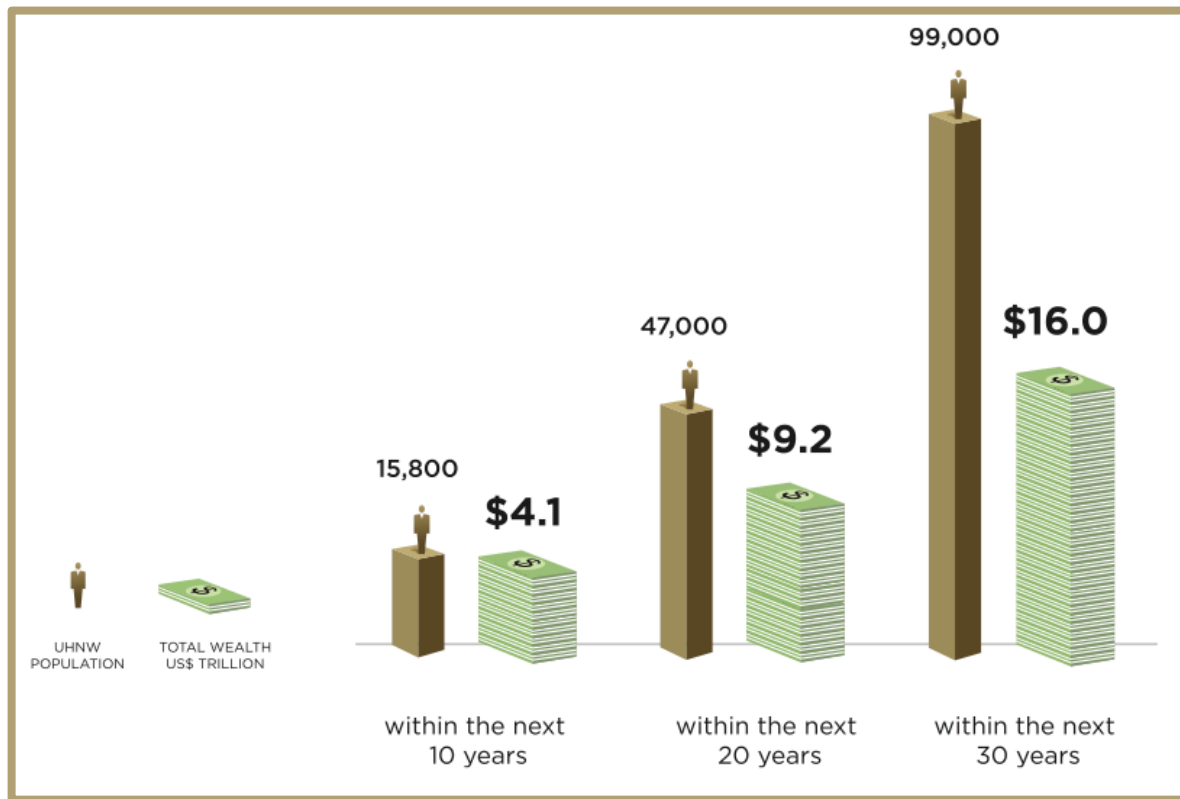


Findings from Wealth-X and NFP Family Wealth Transfers Report



**US\$16 trillion to be transferred in
the next three decades**

Inherited Wealth to Grow



New Generations of UHNW individuals

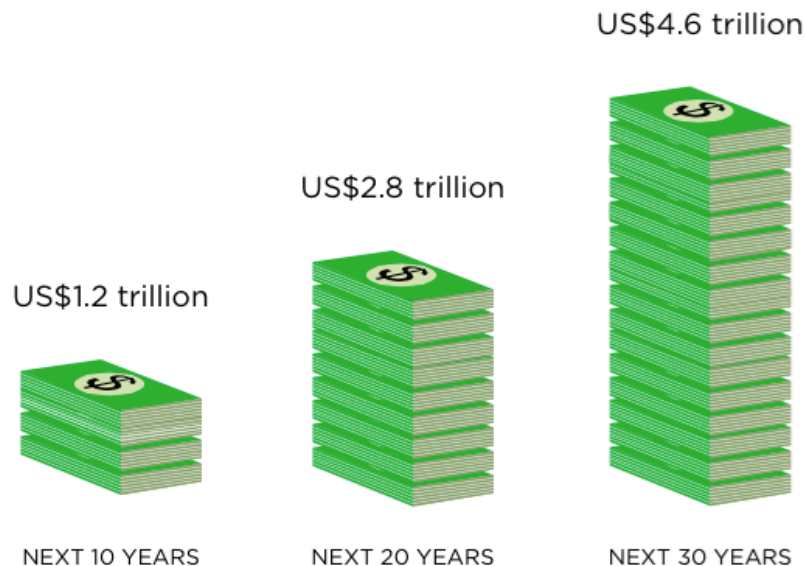
Many used to luxury lifestyle

New clients, different expectations

Liquidity to Increase

- US\$6 trillion of wealth to be transferred in privately held wealth
- Some heirs likely to sell their stakes
- Furthermore, US\$4.6 trillion in liquid assets will be transferred

Liquid Assets to be Transferred, by Decade



Scale of Transfers Differ by Region

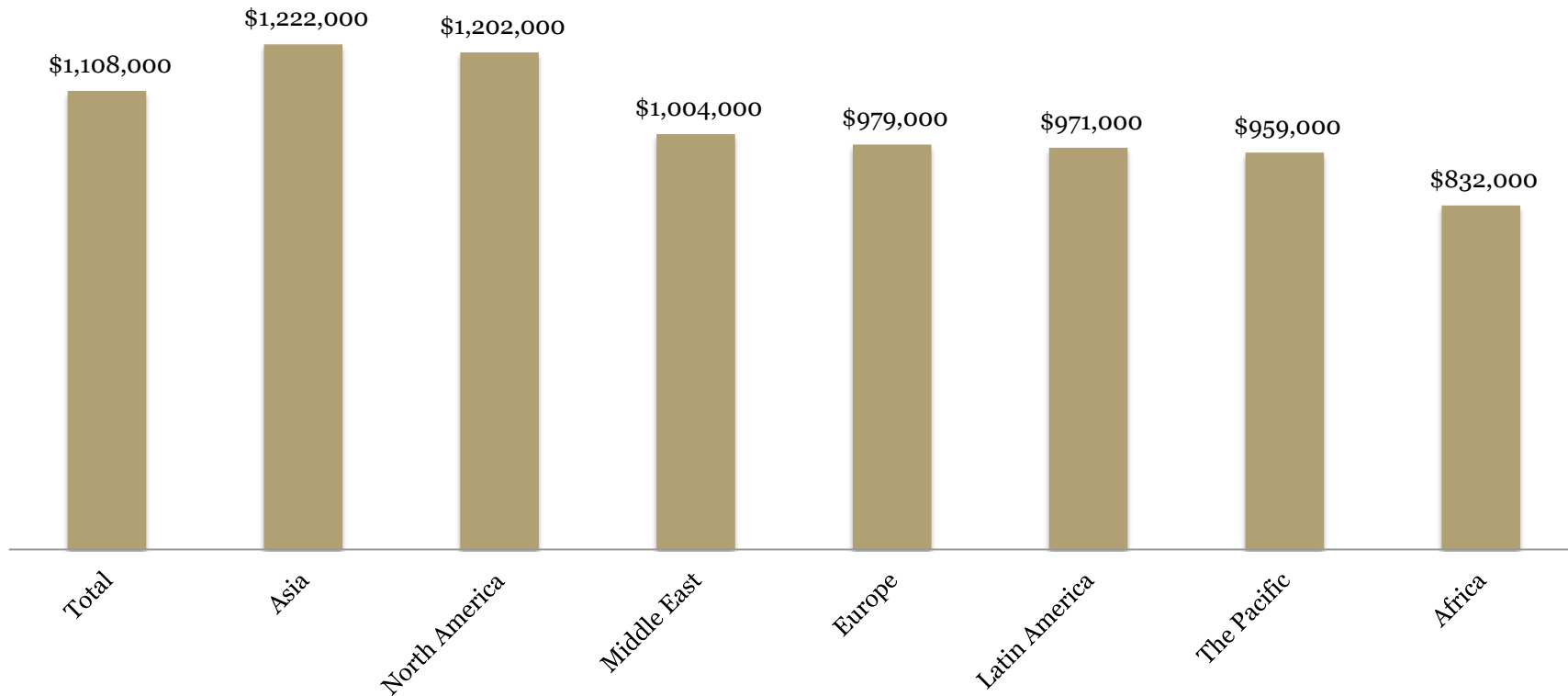
REGION	WITHIN 10 YEARS US\$ billion	WITHIN 20 YEARS US\$ billion	WITHIN 30 YEARS US\$ billion
North America	1,615	3,720	6,030
Europe	935	2,195	4,030
Asia	980	1,685	3,410
Latin America	380	1,305	1,780
Middle East	130	180	365
Oceania	50	115	210
Africa	35	55	175
Global Total	4,125	9,255	16,000

The UHNW Luxury Market

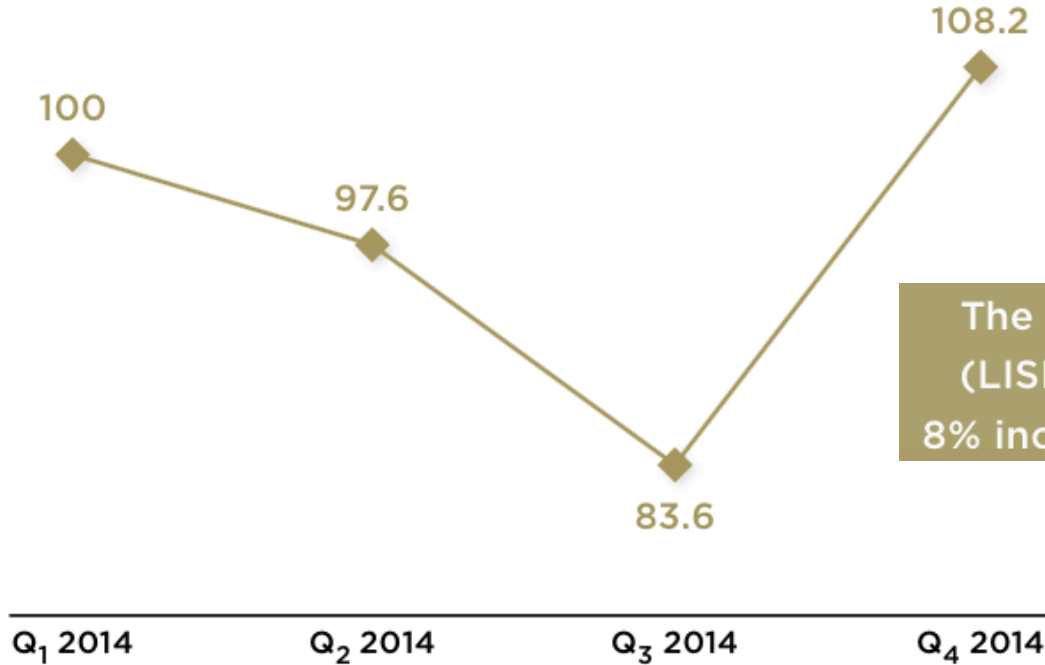
Luxury and the Ultra Wealthy

	ANNUAL UHNW SPEND US\$ billion	SHARE OF LUXURY MARKET %
TOTAL	234	18.9%
TRAVEL/HOSPITALITY	45	22.5%
AUTOMOBILES	40	8.9%
ART	25	37.9%
JEWELLERY/WATCHES	25	35.2%
PRIVATE AVIATION	23	82.1%
YACHTS	22	88.0%
APPAREL	15	20.0%
ACCESSORIES	12	14.1%
HOME	8	28.1%
WINES/SPIRITS	8	10.1%
FOOD	7	11.8%
BEAUTY	4	6.5%
OTHER FASHION	1	8.5%

2014 UHNW Luxury Spending (Per Capita, Excludes Real Estate)



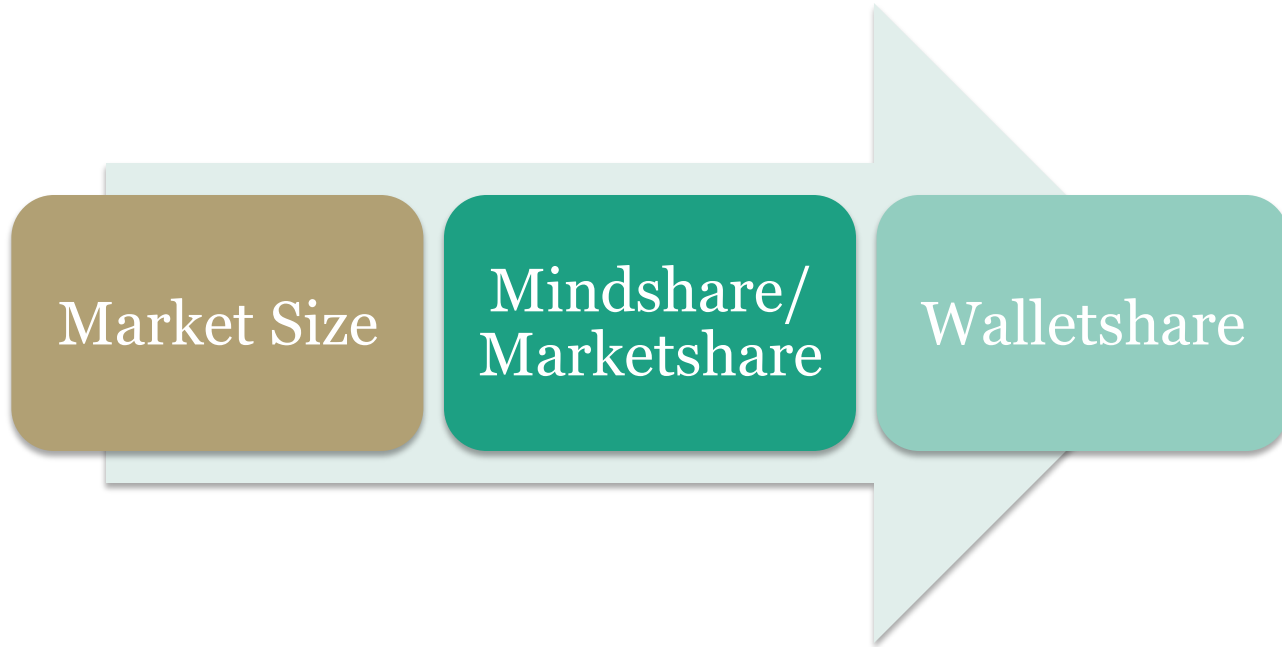
Luxury Industry Sentiment Index



The Luxury Industry Sentiment Index (LISI) stands at 108.2 for Q3 2014, an 8% increase since the beginning of 2014.

Engaging the Ultra Affluent

UHNW Consumer Journey



Key Luxury Landscape Trends

- **The Search for the Soul of Luxury**
 - De-democratization of luxury and retrenchment towards UHNW
 - Tiffany
 - Sony
 - Is Luxury by nature exclusive?
 - Debate between exclusive vs. inclusive
- **UHNW consumers are looking for strong brand voices and narratives yet for bespoke experiences**
 - Successful engagement of the UHNW market by luxury brands will have to navigate this tension successfully
- **Data driven marketing – Shift from “What did they spend” to “What could they spend”**
 - From marketing based on spend to marketing based on net worth; from how much did they spend to how much can they spend
 - When sitting down with your agencies, discussion from average spend to annual household income
- **Risk & Reward: The convergence of UHNW and KYC/AML**

Reputational Risk

- The emergence of hyper polarized wealth in emerging economies is closely linked with traditional risk and compliance issues
- AML/KYC
 - Casinos
 - Auction Houses
- Enlightenment Publishing
 - Cyprus
 - Arkady R. Rotenberg, a judo sparring partner from Mr. Putin's St. Petersburg youth
 - Microsoft



Sale, Market & Advertise Different : Bespoke Marketing

From Targeting Segments to Crafting Sales/Marketing approaches that engage an individual person based on who they are (their life story, passions, hobbies, interests) and who they spend time with

- What if you could directly qualify an individual based on their fit for your products and their proximity to your company's greatest ambassadors?
- And then tailor fit an approach that engages them around their passions and interest?
- Measure your market share and wallet share of an individual's overall spending.

Let's Review – 3 Cornerstones of an UHNW Engagement Strategy

- 1. Where are my future key and highest revenue/margin clients?**
 - Hidden within your existing database – Wealth Screen and Client Analytics
 - Connected to your existing clients – Future Client Strategy Mapping exercise
- 2. Who are they?**

Wealth-X Bespoke Intelligence Dossier
- 3. How do I engage them?**

Bespoke Marketing Strategies

But Who Are They, Really?

Example 1: Lynn G. Tilton



Primary Position	CEO	Age	55
Primary Company	Patriarch Partners	Birthday	22 Apr 1959
Estimated Net Worth	At least \$1 billion	Residences	Italy Florida, United States
Estimated Liquid Assets	At least \$540 million		Phoenix, Arizona, United States Rumson, New Jersey, United States

Owns US\$25 million in jewelry
Owns US\$60 million in property around the world

Find out what she likes

Hobby Name	Description
Beverages	She regularly drinks a homemade concoction of clay, salt and chlorophyll. Favors a latte at a New Haven, Connecticut coffee shop.
Jewelry	Owns Cartier jewelry and diamond necklaces, which she bought in Dubai. She says, "I love beautiful jewelry."
Fashion	Is fashion conscious, wears designer clothes, and is always well groomed and styled. Prefers designers such as Gucci and Roberto Cavalli. She says, "I have a great wardrobe."
Technology - Blogging	Maintains a "Dust to Diamonds" blog.
Networking - Social Networks	Has active facebook, google plus and twitter accounts; her twitter handle is @LynnTilton.
Reading	Of her love for science fiction, she says, "anything with shadow hunters, angels, -demons. I don't believe anything is made up. It's just not yet been discovered." She often stays up late reading novels on Kindle. Patriarch Partners' employees joke that "The Traveler," a futuristic novel in which a young woman is trained by her warrior father to fight against a shadow government, is virtually required reading at the company.
Luxury Lifestyle	She owns four homes: a 25,000-square-foot villa on Lake Como, in Italy; one on a beach in Florida; one in Phoenix, Arizona; and an Italianate mansion in Rumson, New Jersey.
Reading - Poetry	Was an aspiring poet and writer at Yale, where she majored in American studies with a focus on literature.
Travel	She annually spends a million dollars on travelling. A typical week involves trips to New York, Arkansas, Georgia, Los Angeles in California, and Phoenix in Arizona. Loves to vacation at the Philippines and Costa Rica.
Collections - Watches	Reportedly owns a bejeweled wrist watch designed by Jacob Arabo, a renowned American Jeweler.
Fashion - Shoes	She reportedly has four closets full of 500 pairs of shoes, all categorized with photos.
Sports - Tennis	As a teen, she practiced on a daily basis from 12:00 AM to 2:00 AM when the court was free-of-charge. She became a nationally ranked tennis player and went on to play for Yale University.
Media - Television	In 2011, she was interviewed by Barbara Walters for a 20/20 special. She appears on CNBC from time to time. She had a reality show about her business, "Diva of Distressed," on the Sundance Channel.
Writing	Occasionally writes for The Huffington Post. Her pieces include 2009's Clarion Call to Rebuild America and an SME Rescue Loan Program.
Aviation	Owns a Gulfstream 200 jet and helicopter. She commutes most mornings by helicopter from her New Jersey home to Manhattan, New York.
Art - Painting/Drawing	Her office is decorated with New Age paintings.

Example 2: Yiqian Liu



Primary Position	Chairman	Age	51
Primary Company	Sunline Group	Birthday	28 Nov 1963
Estimated Net Worth	At least \$900 million	Residences	Huangpu, Shanghai, China
Estimated Liquid Assets	At least \$16 million		Pudong, Shanghai, China

Notable Art Collector
Owns over US\$460 million in art

Find out who he knows

Name	Company	Relationships	Remarks
<u>Yunhua XIAO</u>	Hubei Biocause Pharmaceutical	Business	Chairman and General Manager of Hubei Biocause Pharmaceutical, a company that manufacture pharmaceuticals and chemical products, where Liu is the Former Chairman.
<u>Zhigang CHENG</u>	Hubei Biocause Pharmaceutical	Business	Chief Engineer of Hubei Biocause Pharmaceutical, a company that manufacture pharmaceuticals and chemical products, where Liu is the Former Chairman.
<u>Guoqiang DONG</u>	Beijing Council International Auction	Friendship	Founder and Chairman of Beijing Council International Auction; is a friend of Liu. Dong and Liu jointly established the auction company in 2005; Liu currently appears to be the financial backer of the company.
<u>Dianling HU</u>	Hubei Biocause Pharmaceutical	Business	Director in Hubei Biocause Pharmaceutical, a company that manufacture pharmaceuticals and chemical products, where Liu is the Former Chairman.
<u>Xuamin DENG</u>	Sunline Group	Business - Colleague	Serves as CFO of Sunline Group, where Liu is the Chairman. Deng is also a Former Director in Hubei Biocause Pharmaceutical, a company that manufacture pharmaceuticals and chemical products, where Liu served as the Chairman.
<u>Wenqing SHI</u>	Hubei Biocause Pharmaceutical	Business	Director and Executive General Manager of Hubei Biocause Pharmaceutical, a company that manufacture pharmaceuticals and chemical products, where Liu is the Former Chairman.

Engage using Bespoke Marketing Across Multiple Channels

Bespoke Marketing can drive Omni-channel engagement when powered by “deep” data and intelligence across sales, marketing and advertising:

- Connected to your existing key and top clients
- Experiential Events
- Big or “Rich” Data
- Content is the New Black & Digital/Social Media

Key Client Connections

Who do your top clients know that should be your next key clients?

Why Referrals?

“The last hundred years have been defined by the mass media. In the next hundred years, information won’t be just pushed out to people. It will be shared among the millions of connections people have...**Nothing influences people more than a recommendation from a trusted friend...**A trusted referral is the Holy Grail of advertising.”

-- Mark Zuckerberg

Referrals are Cost Effective

“Referrals generate more than half of the site’s new customer, creating multiple economic advantages across the businesses...eBay relies more on word of mouth than on advertising and traditional marketing. The company has found that **referred customers cost less to serve** because they’ve already been coached by a promoter on ho the site works.”

--The Ultimate Question, Fred Reichheld

Referrals:

#1 Source of New Client Acquisition

- The study – revealed at the Google Beach Pavilion in Cannes – notes that consumers now make purchasing decisions in the same way they consume content – with the purpose of choosing brands that engage their passion and interests.
- “With consumer behavior changing so quickly, understanding that the path to purchase is actually a path to purpose has meaningful implications for brand advertising at all stages along the consumer journey,” said Brandon Berger, worldwide chief digital officer at Ogilvy & Mather



Targeted Events (No “Hope Marketing”)

Best Way to Engage with Clients?

“Experiential marketing is crucial to the luxury industry’s ability to connect with UHNW clients”

- 84% of respondents use events to engage with UHNW clients, holding on average one event per quarter
- However, 38% do not calculate ROI on these events

Case Study: Bespoke Marketing Event

- **Challenge**
 - Global Luxury Client wanted to target specific UHNW individuals at an Oil & Gas conference.
- **Solution:**
Bespoke Marketing Campaign
 - Wealth-X Screening: Identified UHNW prospects.
 - Our Global Luxury Client then sent cold invitations to those prospects for a marketing event that was hosted with another Wealth-X fashion client.

ITEMS	RESULTS
Conference Attendee List	500
UHNW Identified	50
% Target	10%
Invites Sent	50
RSVPs	40
Percent Accepted	80%
Follow up Flight Demos	8
Planes Sold	5

Data Driven Marketing

Data: The Next Frontier

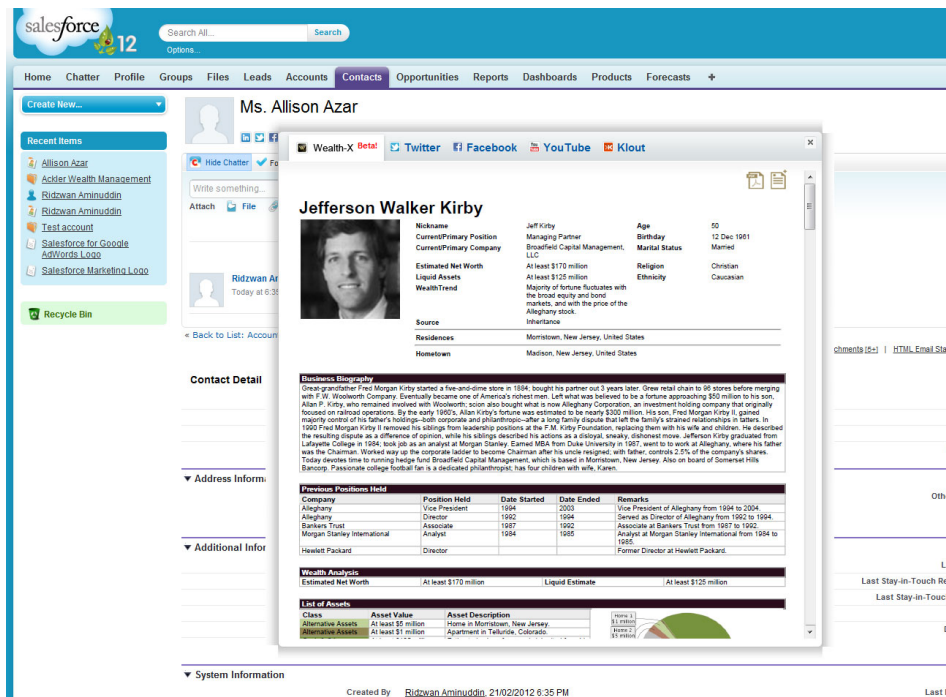
82% of respondents feel that data is instrumental in engaging and retaining UHNW clients

- Only 40% of respondents said they used CRM, but the 60% who do not still recognized its value as a tool for relationship building
- Less than 50% of respondents said they used client data for purposes other than individual contact

The Future: Big Data Driven Marketing

- **Intelligence and Data:**
 - Greater ability to customize content to connect with the UHNW consumer
- **Integration of Data with CRM Systems:**
 - Allow global organizations to have a 360 degree view unified across a global platform

Accelerate micro-targeting of based on key characteristics



Ms. Allison Azar

Jefferson Walker Kirby

Personal Information:

Relationship	Jeff Kirby	Age	55
Current/Primary Position	Managing Partner	Birthdate	12 Dec 1951
Current/Primary Company	Broadfield Capital Management, LLC	Marital Status	Married
Estimated Net Worth	At least \$170 million	Religion	Christian
Liquid Assets	At least \$125 million	Ethnicity	Caucasian
Wealth Trend	Majority of net worth fluctuates with the broad equity and bond markets, and with the price of the Allegheny stock.		
Source	Inheritance		
Residences	Morristown, New Jersey, United States		
Hometown	Madison, New Jersey, United States		

Business Biography

Great-grandfather Fred Morgan Kirby started a five-and-dime store in 1934, bought his partner out 3 years later. Grew retail chain to 96 stores before merging with F.W. Woolworth Company. Eventually became one of America's richest men. Left what was believed to be a fortune approaching \$50 million to his son, Alan P. Kirby, who remained involved with Woolworth; soon also bought what is now Allegheny Corporation, an investment holding company that originally focused on natural resources. By the early 1990s, Alan Kirby's fortune was estimated to be nearly \$300 million. His son, Fred Morgan Kirby II, gained majority control of his father's holdings—both corporate and philanthropic—after a long family dispute that left the family's strained relationships in tatters. In 1998 Fred Morgan Kirby II removed his siblings from leadership positions at the P.M. Kirby Foundation, replacing them with his wife and children. He described the resulting dispute as a difference of opinion, while his siblings described his actions as a betrayal, sneaky, dishonest move. Jefferson Kirby graduated from Lafayette College in 1984, took job as an analyst at Morgan Stanley. Earned MBA from Duke University in 1987, went to work at Allegheny, where his father was the Chairman. Worked way up the corporate ladder to become Chairman after his uncle resigned, with father, controls 2.5% of the company's shares. Today devotes time to running hedge fund Broadfield Capital Management, which is based in Morristown, New Jersey. Also on board of Somerset Hills Banquet. Passionate college football fan is a dedicated philanthropist, has four children with wife, Karen.

Previous Positions Held

Company	Position Held	Date Started	Date Ended	Remarks
Allegheny	Vice President	1984	2003	Vice President of Allegheny from 1984 to 2004
Allegheny	Director	1992	1994	Served as Director of Allegheny from 1992 to 1994
Bankers Trust	Associate	1987	1992	Associate at Bankers Trust from 1987 to 1992
Morgan Stanley International	Analyst	1984	1985	Analyst at Morgan Stanley International from 1984 to 1985
Hewlett Packard	Director			Former Director at Hewlett Packard

Wealth Analysis

Estimated Net Worth	At least \$170 million	Liquid Estimate	At least \$125 million
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List of Assets

Class	Asset Value	Asset Description
Alternative Assets	At least \$9 million	Home in Morristown, New Jersey
Alternative Assets	At least \$1 million	Apartment in Tallahassee, Colorado

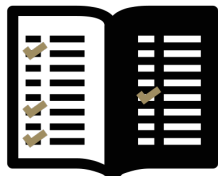
Created By: Ridwan Aminuddin, 21/02/2012 6:35 PM

Surfacing the Golden Needles in the Haystack

What Key Client Intelligence Could Look Like

1

SCREENING



Screen & Unearth UHNW individuals within your dataset

2

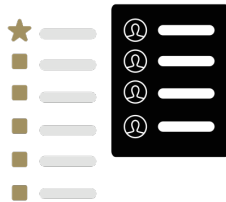
KEY UHNW INDIVIDUALS



Identify key UHNW individuals segmented to your region

3

NEW CLIENTS DELIVERED TO YOU



List of potential new clients integrated into your Wealth-X Professional Favourites list

4

ENGAGE



Download dossiers of individual prospects directly and devise bespoke strategies to upsell and engage

5

CONNECT



From your Favourites List, we will populate Friends of Favourites, providing you a Future Client List

6

FUTURE CLIENTS



An email notification alert will be sent to you when there are dossiers on new prospects



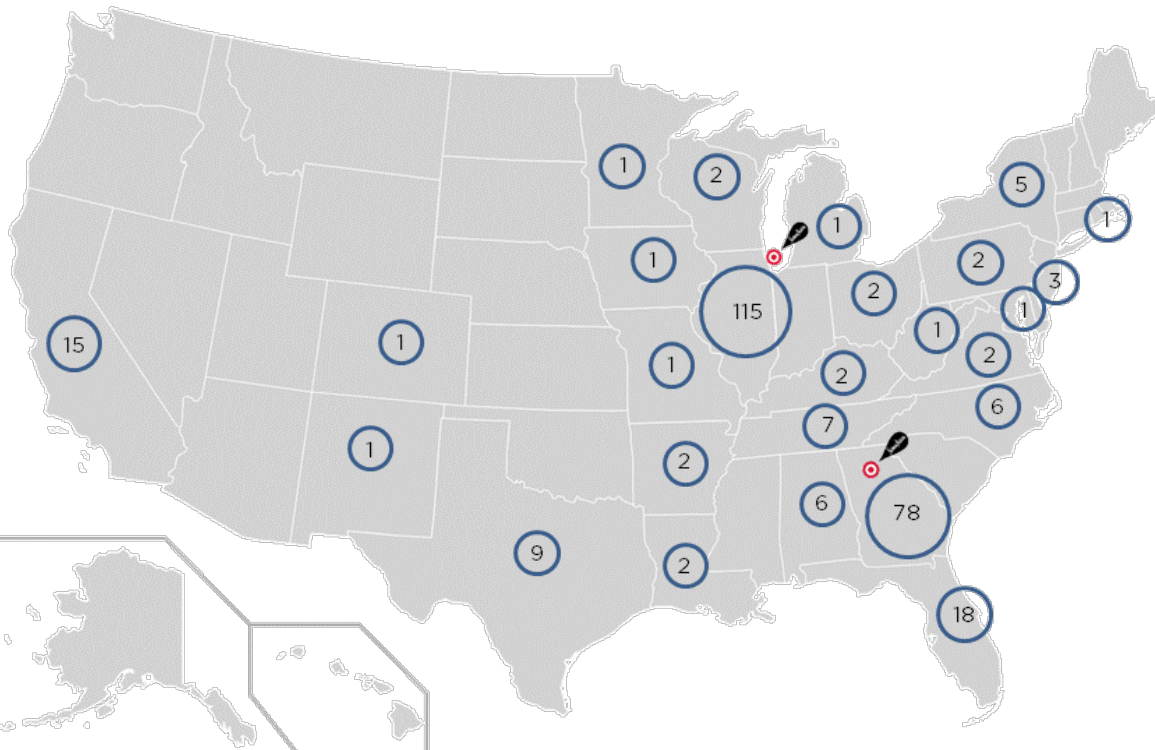
Global Luxury Diversified

Top Global Retailer – Top 10 US retail markets

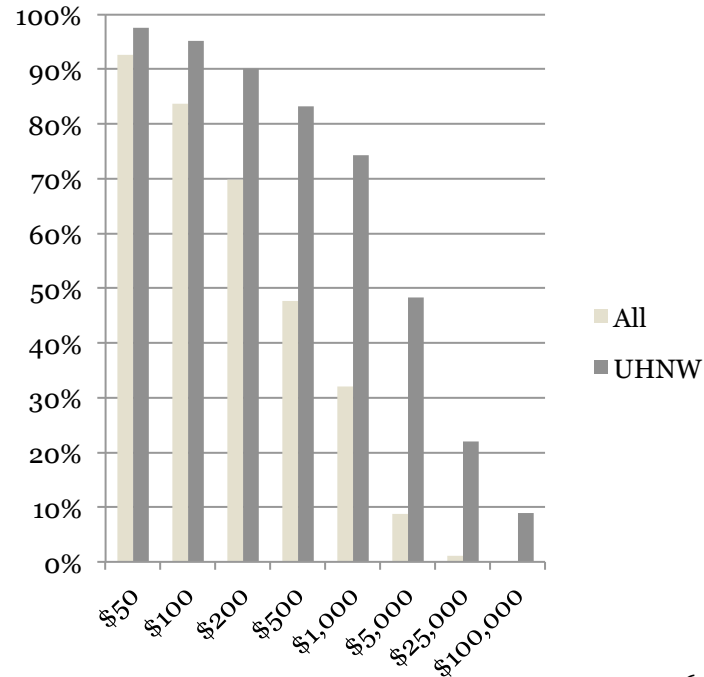
- 99,666 records
- 292 UHNW true matches (0.29%), combined wealth \$45bn
- 2.4% of US billionaires
- 2,370 UHNW Known Associates, worth \$437bn

Match Quality	30 – 50m	50 – 100m	100 – 250m	250 – 1bn	> 1bn	TOTAL	Combined Wealth (\$)
True	202	24	35	24	7	292	44.56bn
High	13	2		1		16	0.92bn
Medium	8					8	0.24bn
Low	25			1		26	1.25bn
TOTAL	248	26	35	26	7	342	46.97bn

Client Analytics: Segmenting



Cumulative Spend Distribution



Client Analytics: Profiling

Characteristic	Average UHNW Client	Rank	Hobby or Interest	Client UHNW %	All UHNW % (rank)
Gender	Male	1	Philanthropy	44.8%	33.9% (1)
Marital Status	Married	2	Management	31.3%	28% (2)
Age	60-69 (average: 62.7)	3	Education	28.1%	22.4% (3)
Ethnicity	Caucasian	4	Hunting	25.0%	10.1% (14)
Religion	Christian	5	Aviation	21.9%	11.9% (12)
Location	Georgia / Illinois	6	Entrepreneurship	21.9%	22.2% (4)
Net Worth	\$153m	7	Art	20.8%	14.9% (7)
Liquidity	\$140m (median: \$50m)	8	Fishing	17.7%	9.5% (16)
Source of Wealth	Self-made	9	Investment	15.6%	17.9% (5)
		10	Leadership	14.6%	8.6% (19)

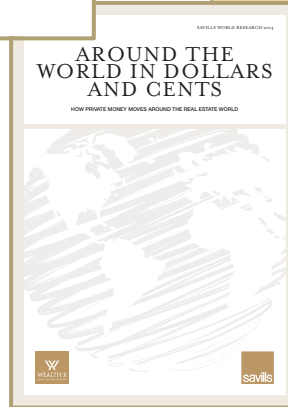
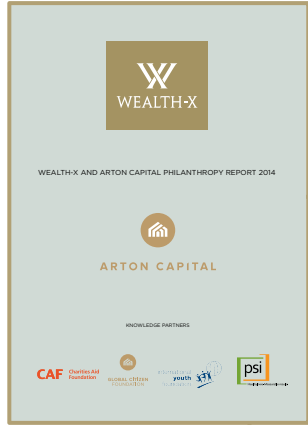
Content & Digital Marketing

Digital Marketing: Still Nascent

68% of respondents feel UHNW clients do not respond to digital marketing

- Only 25% of respondents say they use online marketing to engage with UHNW clients
- 84% of respondents feel digital marketing is particularly useful in brand awareness

Content is the “New Black”



Social Media and the UHNW Market

- They are online
- But for a majority, they are “LinkedOut”:
 - They are not on Facebook
 - They are not on LinkedIn
 - Except for financial services and digerati

Nerds Dinner at Davos

“Larry, do you use Facebook?”

“No, not really,” Page replies without affect in his high-pitched nasal voice. Zuckerberg seems disappointed.

“Why not?” he persists.

“It’s not really designed for me,” Page answers. Zuckerberg starts to ask him another questions, but is deterred by Sandberg.

“Mark! Don’t talk about that in front of David!” she scolds.

-- David Kirkpatrick, *The Facebook Effect*

The Near Future



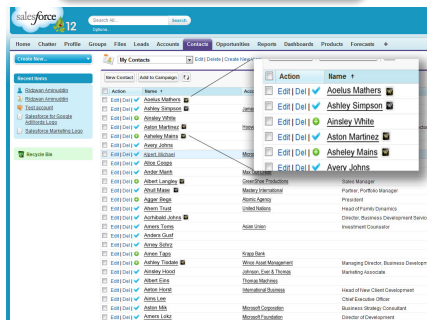
The Future of Luxury Digital Advertising

Your Data

CRM

Segmenting

Full Name	AGE	Marital Status	Gender	Primary Company	Business Street	City Name	State Name	Business Zipcode
2. Ajit Singh	Married	Male	ACC Worldwide	131, Kandivli Industrial Estate, Kandivli (West)	Mumbai	Maharashtra	400 067	
3. Anthony W. Palma	32	Unknown	Male	Breit and Canal	Bank of America Center, 390 North Chicago Avenue	Orlando	32801-4862	
4. Charles C. Johnson	79	Unknown	Male	Ventex Technology	1291 SW 29th Avenue	Pompano Beach	33069	
5. Mohamed Elshahhat	68	Married	Male	Alphatech	24, Alkhalifa Building	Doha	44469	
6. Day Chahel Farha	43	Married	Male	BECO Capital	Office No. 1903 Grosvenor Business Tower-Scum,	Dubai		
7. Doreen Campbell	68	Married	Male	Ambassadors Cray Line	3790 Mackintosh Street	Halifax	B3K 5A6	
8. Vance P. Stevens	Unknown	Male	Museum of American Finance	88 Wall Street	New York	New York	10006	
9. David D. Duncan	Unknown	Male	Western Reserve Partners	200 Public Square, Suite 3790	Cleveland	Ohio	44114	
10. Nilesh Chandrakant Dhami	Unknown	Male	Ventura Shopping Center, Central Avenue	Mumbai	Maharashtra	400 076		
11. Douglas B. Truesler	Unknown	Male	Bison Capital	253 Wilshire Boulevard, Suite 425	Santa Monica	California	90401	
12. Eugene Ernest Stearns	70	Married	Male	Starna Weaver Miller Weissler Alhadeff	Museum Tower, 130 West Flagler Street, Suite 2200	Miami	33130	
13. Evan Michael Stone	36	Married	Male	Pacific Union Financial	1985 North Broadway, Suite 420	Walnut Creek	94596	
14. Deepak K. Chaitas	56	Married	Male	Genovocal Group	401-404, Dynasty Business Park, 8 th Wing, Karanaki	Mumbai	400 059	
15. Haggag Raveil	Unknown	Male	Cukierman Akumy, Co	3, David Frish Street	Tel Aviv	Israel	6107011	
16. Glyn Williams	Married	Male	Reliance Aemotech	45 Street, Clair Avenue West, Suite 1607	Toronto	Ontario	M4V 1N6	
17. Hemendra Kumar	Unknown	Male	Small Enterprise Assistance Funds (SEAF)	1/20A, Jook Garden, Opposite MFC Club, Kalanaga	Mumbai	Maharashtra	400 081	
18. Hanoch Haim Thurant	52	Married	Male	Thurance Group	89 Hook Road, Section 5	Bayonne	7002	

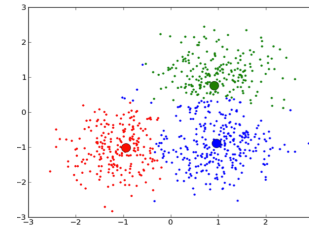


MATCH QUALITY	30-50m	50-100m	100-250m	250m-1bn	>1bn	TOTAL	COMBINED WEALTH US\$ Billion
TRIK	103	63	24	15	5	210	46.42bn
HIGH	38	15	9	9	5	73	10.39bn
MEDIUM	77	36	10	1	2	124	7.70bn
LOW	134	82	12	3		232	16.44bn
TOTAL	348	196	55	28	1	639	80.96bn

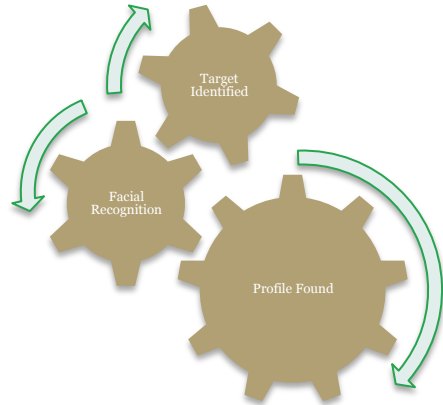
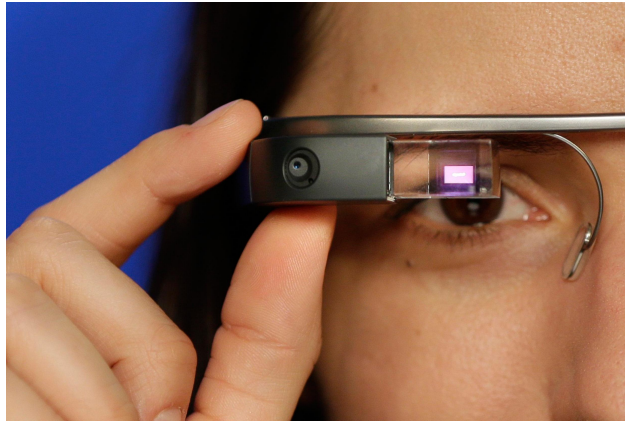
Mass Affluent/
HNW

Digital Marketing by Segment

Targeted UHNW



Taking Technology & Data Further



UHNW Nazek Asaad Oudeh AL HARIRI

Estimated Net Worth	At least \$1.7 billion
Estimated Liquid Assets	At least \$570 million

Hobby Name
Education
Fashion
Finance - Accounting
Human Rights - Women's Rights
Travel
Family
Luxury Lifestyle
Philanthropy
Business - Leadership

Connect With Us

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www.billionairecensus.com

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