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THROUGH THE **WEALTHBRIEFINGASIA** AWARDS PROGRAMME



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WINNERS OF
THE 10TH ANNUAL
WEALTHBRIEFINGASIA
AWARDS 2022**

July 2022

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FOREWORD

Tom Burroughes, Group Editor, *WealthBriefingAsia*

The *WealthBriefingAsia* Awards, now an established feature of the industry calendar, are designed to salute the people working in the wealth management sector for how they focus on excellence and client service.

With the challenges faced over the past few years, wealth managers have not been able to sit on their laurels. They've had to innovate, work outside traditional offices, master new technology tools, all the while maintaining a team spirit and helping clients and colleagues stay composed.

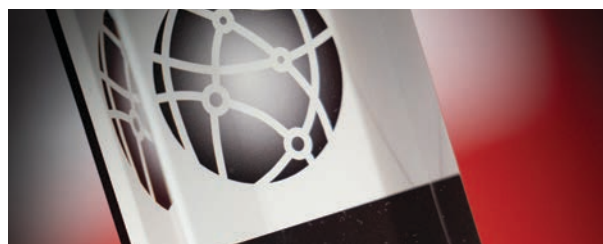
The value of awards such as these aren't always fully appreciated outside the industry's ranks. But these awards are a chance to remind the sector why it is important. The awards programme also showcases the tremendous variety of service offerings, business models and areas of expertise. They give industry figures a chance to compare themselves to peers, figure out new ideas, and stay nimble.

An extensive judging panel, drawn from a variety of fields, works hard to pick the winners in the categories. Much effort goes into the judging process to ensure the expertise of judges is suited to the categories. The organisers of these awards is deeply grateful for their effort. The list of judges is published on this news service's website. Crucially, the quality of a submission provides much of the weight in deciding the shortlist and eventual winners. Judges also provide feedback to entrants – something we know people value. Categories are reviewed regularly.

In a service such as wealth management, reputation is a precious asset and we know that a well-designed, rigorous awards programme is useful. And ultimately, it is the people who build great wealth management. These awards are a salute to the calibre of those people.

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OVERVIEW OF THE ASIAN WEALTH MANAGEMENT SECTOR

Asia has often set the pace in recent years for growth in the number of high net worth and ultra-HNW individuals, as well as the size of their wealth. However, the past year shows that the region hasn't been free of challenges, such as from the zero-covid policies enacted in mainland China and Hong Kong. According to Capgemini's annual World Wealth Report in June, Asia-Pacific's 2021 HNWI individual growth in population (4.2 per cent) and wealth (5.4 per cent) put the region, which had dominated HNWI growth over the last decade, into third place behind North America and Europe.

But other reports are a reminder that momentum remains with Asia. Boston

Consulting Group, for example, said this year that it expects Hong Kong to eventually overtake Switzerland as the world's most important centre for cross-border wealth, leveraging its status as a hub for the mainland. International banks continue to try to enter the large mainland China market, as do large fund management houses such as Fidelity and BlackRock. Singapore, meanwhile, is pushing hard on a number of fronts: Fintech innovation, digital assets, external asset management, and single- and multi-family offices. Singapore introduced new rules for family offices in the spring, and its Variable Capital Company (VCC) regime, enacted in 2020, appears to be progressing.

Asia, for long known as a first-generation

wealth region, is starting to see more signs of how to handle NextGen wealth transfer and succession issues, creating work for lawyers, accountants, tax specialists and experts helping with governance and transfer. The editorial team knows how Asia HNWI and UHNWI individuals still look to the US and Europe for ideas on areas such as family offices. We expect such cross-fertilisation of ideas to continue.

The forces unleashed by Covid and geopolitics can be harsh, and rising inflation and interest rates will challenge complacency and cause uncomfortable decisions at times. What appears likely is that Asia will be where many of the most important wealth conversations are held in the years ahead.



JUDGING PANEL

The 2022 *WealthBriefingAsia* Awards programme was focused around three main category groupings: **experts** (individuals and teams), **products** and **services** for wealth managers and clients, and institutions of all sizes and types in the Asian market.

Independence, integrity and **genuine insight** are the watchwords of the judging process with the judging panels made up of some of the industry's top trusted advisors and bankers.



DR. MARIO A. BASSI

Senior Advisor
Private Wealth
Management



ALAIN ESSEIVA

CEO and Co-Founder
Alpadis Group



PROFESSOR FRANCIS KOH

Professor Emeritus of
Finance (Practice)
Singapore Management
University



BOBBY BOK

Head of Sales, Strategy
& Execution, Wealth
Solutions Asia Pacific
Refinitiv



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Member of the Board
of Directors
LGT Bank (Singapore)



PHILIPPE LEGRAND

CEO
LCA Solutions



URS BRUTSCH

Managing Partner
& Founder
HP Wealth
Management



RICHARD GRASBY

Founder
RDG Fiduciary Services



JACQUELINE LOH

Director, Head of
Private Wealth, Asia
Ogier Global



ARJAN DE BOER

Head of Markets,
Investments &
Structuring Asia
Indosuez Wealth
Management



ELIZABETH HART

Managing Director
Wealth Management
Alliance Pte Ltd



KYLIE LUO

Executive Director -
Leader, Asset & Wealth
Management (Tax)
BDO



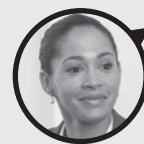
GARY DUGAN

CEO of The Global
CIO Office
Purple Asset
Management



KENNETH HO

Managing Partner
and Founder
Carret Private
Investments



VALÉRIE MANTOT

Regional Managing
Director - APAC
Apex Group



PIERRE DUPONT

Managing Partner
WIZE by TeamWork



LUCIE HULME

Managing Partner
Trilake Partners



DENIS MILES-VINALL

CEO
The Buckingham
Academy Ltd



As part of the judging process, a shortlist was identified from the hundreds of entries received for these awards. The judges were split into groups, dependent on their industry.

So trusted advisors were responsible for judging the private banking categories and private bankers judged the trusted advisor categories. This was to ensure that commercially sensitive information was kept confidential and conflicts of interest were avoided.

**SIMON NG**

*Managing Director,
Hong Kong Branch
Bank J. Safra Sarasin
Ltd*

**NICOLAS ULVOAS**

*Managing Director Asia
Lynceus Partners*

**BRUCE WEATHERILL**

*Chief Executive
Weatherill Consulting*

**MICHAEL OLESNICKY**

*Special Advisor
Baker & McKenzie*

**DAVID VARLEY**

*Chief High-Net-Worth
Officer
Sun Life*

**DAVID WILSON**

*APAC Wealth
Management Lead
Accenture*

**STEVEN SEOW**

*Executive Director
Singapore Consultancy*

**MADAME WANG DIAN**

*CEO
Hywin Wealth*

**ANTON WONG**

*Managing Director, Head
of Key Client Group
BNP Paribas Wealth
Management,
Asia Pacific*

Why Wealth Managers are the Ultimate Private Market Matchmakers

(in partnership with Hywin Wealth & VP Bank)

This report tackles both the supply and demand for private market opportunities in both the Asia-Pacific region and globally, a topic which will continue to be hugely important for the wealth management industry as H/UHNWs seek enhanced returns and diversification in a challenging investment environment and billions of "dry powder" await deployment.

External Asset Managers in Asia - New Directions for Rapidly-Expanding Sector

(in partnership with UBS)

Our second annual report examining the growth of Asia's EAM sector, covering both the powerhouses of Singapore and Hong Kong, and emerging markets like Thailand and the Philippines. This study looks at the growth prospects for independent advisors in the round as they seek to tap the region's booming wealth and growing client acceptance of the EAM model.

Family Office Focus: Efficiency in Accounting and Investment Analysis

(in partnership with FundCount)

A deep dive into the key technological and operational challenges facing family offices in their accounting and investment analysis activities. Based on surveys and interviews among family offices managing over \$72 billion in assets, this is an invaluable

benchmarking tool for the sector which presents fascinating insights into future developments from a range of industry experts.

Applying Artificial Intelligence in Wealth Management - Compelling Use Cases Across the Client Life Cycle

(in partnership with Finantix & EY)

This comprehensive report identifies elements of the institution and advisor's workloads that are ripe for AI amelioration, and points the way for firms seeking to maximise the competitive advantages offered by new technologies. AI experts and senior industry executives enrich each chapter, answering crucial questions on risk, KYC/AML, compliance, portfolio management and more.

Virtuous Circles: Sustainable Family Governance Models in an Evolving Environment

(in partnership with Jersey Finance)

Essential reading for UHNWs and their advisors, this report unites the findings of a global survey of practitioners and the views of a panel of experts drawn from leading firms, but perhaps most interestingly of all, the paper features a wealth of real-world examples illustrating what forward-thinking families are doing to create lasting legacies.

Winning Women in Asia-Pacific

(in partnership with VP Bank & Hywin Wealth)

Asia-Pacific's wealthy women represent a

highly attractive target client group. Yet, they remain an underserved one in many senses in spite of their growing financial power and pronounced need for professional advice. Our second report examining women's specific needs presents truly actionable insights drawn from interviews with H/UHNWs and their advisors right across the region.

Technology & Operations Trends in Wealth Management 2021

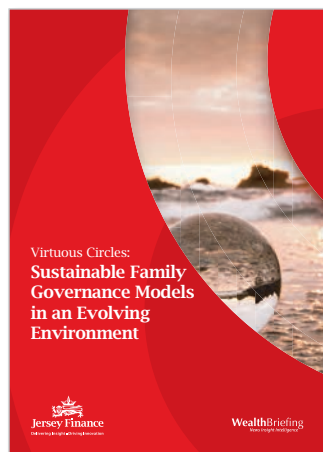
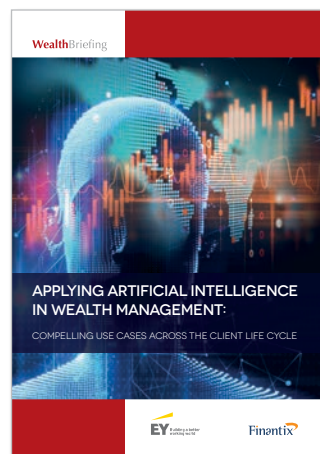
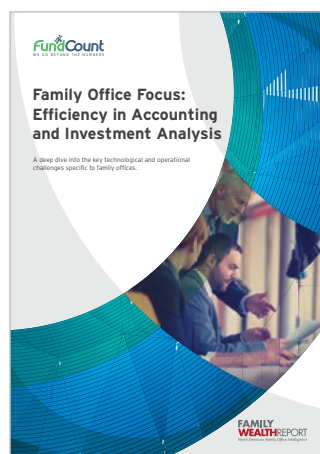
(in partnership with SS&C Advent)

This succinct yet wide-ranging report shines a light on both macro and micro trends, beginning with industry growth sentiment and ending on operating model evolution, taking in every key area of development in between. It brings together datapoints and candid comments senior executives at leading consultancies across the world's major wealth markets to create an invaluable peer benchmarking tool.

Technology Traps Wealth Managers Must Avoid 2022

(in partnership with EY)

With EY providing the overview, this report draws on the front-line experience of many of the technology sector's biggest names, in recognition of the fact that they are the ones going in to solve wealth managers' most pressing problems and have typically seen the ramifications of firms' choices play out numerous times – not to mention in various contexts globally.



RIDING THE WAVE OF WEB 3.0 MEGATREND

Cici Lu, Managing Partner (Asia), **Apollo Capital Management** and Senior Portfolio Manager, Pilgrim Partners Asia, discusses Asian growth strategy and keys to success.

What is your strategy to grow in Asia?

Apollo Capital (Apollo) is an Australian, award-winning crypto asset management firm that takes a fundamental view on investments that are powering new financial and the Web 3.0 infrastructure megatrend.

Our 4.5 year successful track record demonstrates our commitment to help investors achieve institutional grade and a diversified exposure to this complex asset class.

We expanded our footprint in Asia in 2021. No doubt building a presence in a new market comes with its challenges. Singapore is a land of opportunity for wealth management and it comes with fierce competition. Building strategic alliances with distribution networks such as fund of fund structures, (digital) family offices and private banks is a foundation to gain market share in Asia.

How do you bridge between traditional finance and crypto natives?

Crypto assets have been increasingly accepted as an asset class that traditional finance (TradFi) can no longer ignore. However, digital assets present a completely new set of risks and rules. On the one hand, institutions or UHNW individuals who want to allocate digital assets need to understand smart contract mechanisms and on-chain data analysis. These two aspects are key success factors for crypto investment, which is not a capability that can be built overnight. On the other hand, I also think crypto natives can benefit from the risk management and institutional approach from TradFi.

The Apollo team has a unique blend of TradFi and crypto natives. We are able to identify and invest in the underlying utility value of decentralised finance (DeFi) protocols and examine the smart contract risks for our long exposure fund.

For our market neutral fund, we take advantage of various inefficiencies from this nascent asset class and deploy strategies to capture e.g. the arbitrage values between centralised and decentralised exchanges.

Why should the crypto asset class get more attention from investors in the inflation environment?

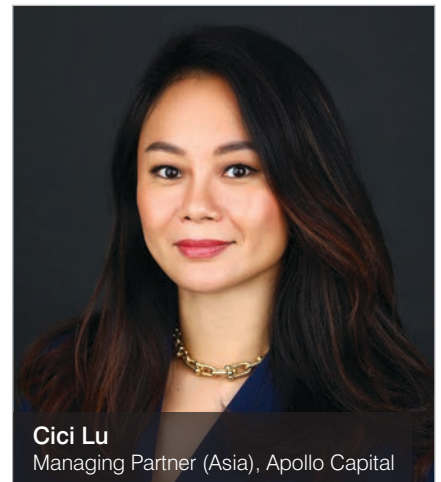
Smart money recognises that investing in crypto isn't a get rich quick scheme. The concept of Web 3.0 investing will be one of the megatrends of the next decade. The relationship of public blockchains and digital assets still need to be better understood. As the market size of crypto assets is still tiny compared to equities and fixed income etc, we see tremendous growth. The alpha return potential from blockchain technology driven asset class can mitigate the erosion of the overall portfolio due to inflation.

What's your view on regulations of the crypto industry?

We believe crypto assets are driven by its underlying blockchain technology and we are fundamental investors. We welcome regulations to this new asset class, as it will allow it to gain more legitimacy and provide investor confidence that their wealth is being safeguarded. Like the dotcom bubble 20 years ago, there will be high profile casualties, but also massive value creation as we have capitalised on.

What do you hope will be the result of receiving this accolade?

The best digital asset offering award reflects the efforts of the investment team in Australia, and the recognition of our capability internationally. It will help investors distinguish between quality managers in a market segment where few have over 4 years track record. The award will contribute to our brand recognition in Asia as a crypto NKOTB (New Kid On The Block). ■



Cici Lu
Managing Partner (Asia), Apollo Capital

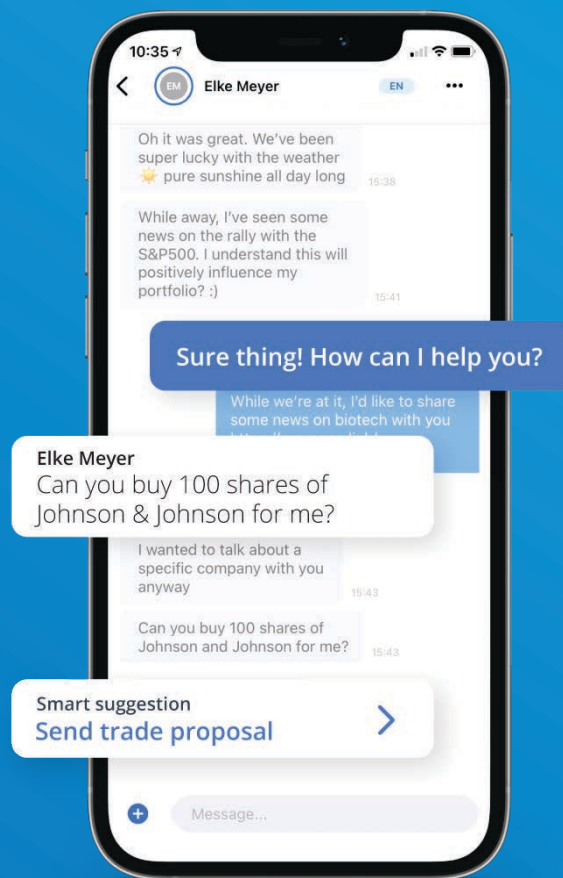
"SMART MONEY
RECOGNISES THAT
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ISN'T A GET RICH QUICK
SCHEME. THE **CONCEPT**
OF WEB 3.0 **INVESTING**
WILL BE ONE OF THE
MEGATRENDS OF THE
NEXT DECADE."



42% of investors surveyed would switch their financial advisor due to infrequent communication

Source: Avaloq survey, 2021

Let your wealth clients contact you through social messaging apps. The Avaloq Engage app ensures the conversations are secure and compliant.



Learn more at avalog.com/solutions/products/avalog-engage

FINANCIAL INSTITUTIONS SHOW CONFIDENCE IN AVALOQ'S TECHNOLOGY

Gery Dachlan, Managing Director South Asia & Australia, **Avaloq**, talks to **Tom Burroughes**, Group Editor at *WealthBriefingAsia*.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

This award reflects the confidence that financial institutions in APAC have in our technology. Haitong International selected Avaloq to support its relationship managers in Hong Kong and Singapore; RBC migrated its wealth management platform to the cloud and modernised its front office with Avaloq; Taiwan's CTBC Bank, Cathay United Bank and Taipei Fubon Bank chose our platform for their onshore and offshore businesses – as did the Bank of the Philippine Islands (BPI). The number of clients that rely upon our technology continues to grow.

These financial institutions are meeting the dynamic changes taking place in their region head on, and we are proud that our innovative technology can support the growth of their business.

What sets you apart from your peers this year and why? What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

Avaloq's pedigree is in the wealth management sector, so we have deep expertise when it comes to the specific business and technology needs of wealth managers. To stay at the forefront of innovation, we spend 25 per cent of our annual revenue on research and development, and our research-led approach enables us to consistently deliver reliable, efficient and scalable solutions. Our constant innovation in areas like artificial intelligence, digital assets and natural language processing help keep our clients at the forefront of technology and market trends.

We offer four state-of-the-art product

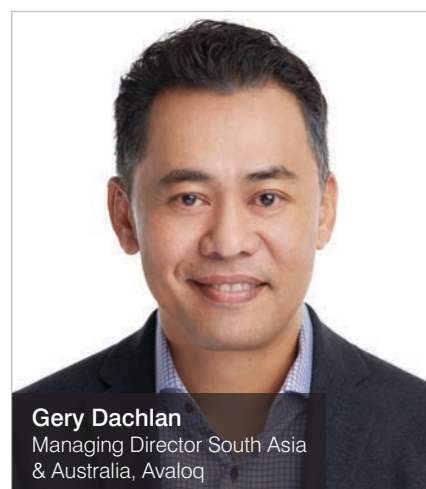
lines: Core, Wealth, Engage and Insight, and the latter three work with any core banking system as well as with our own. Each can be deployed flexibly to meet client demands, including in a Software as a Service model to ensure scalability and keep infrastructure capex low. Our nimbleness can reduce time to market and allow financial service providers to improve organisational scalability, to pivot quickly, and to minimise risk – all while minimising operational costs.

Have your differentiators become more important to your business? Are they still relevant?

According to our research, 84 per cent of APAC investors either see a highly personalised service as a clear must have or would switch advisors to get it.

It's important to understand what "highly personalised service" means to individual investors. Our experience shows that to earn share of wallet, wealth managers need to equip their front-office personnel with tools to rapidly visualise and animate portfolio performance under different future scenarios, so that their clients feel confident in the recommendations being made and so they feel in control of their investments. According to our proprietary research, 83 per cent of APAC investors are comfortable with the use of artificial intelligence in advisory services.

When it comes to the future of digital banking, 66 per cent of investors in APAC would be interested to begin using conversational banking, interacting with their advisor via WhatsApp or WeChat – just as long as their conversations are fully secure. Our Engage App enables wealth managers to meet this demand while maintaining proper records, regulatory compliance, and security.



Gery Dachlan
Managing Director South Asia
& Australia, Avaloq

What are the prospects for wealth management in the future, bearing in mind the new social and economic environment ahead?

APAC is home to some of the world's most vibrant economies and growth stories, with plenty of exciting potential for wealth managers.

A new cohort of wealthy individuals is emerging – and according to our data, many of them have traditional, family- and business-oriented investment goals, despite their relatively high-risk appetite.

Only wealth managers who deploy innovative technology to provide investors with highly personalised service and access to the latest investment instruments and methodologies will have a competitive edge in this dynamic region. ■



"TO STAY AT THE FOREFRONT OF INNOVATION, WE SPEND 25 PER CENT OF OUR ANNUAL REVENUE ON RESEARCH AND DEVELOPMENT."



A UNIQUE FOCUS ON PRIVATE CLIENTS FOR A GLOBAL TAX, ACCOUNTING FIRM

Kylie Luo, Executive Director, Leader, Asset & Wealth Management (Tax), at **BDO**, explains the firm's success and thoughts on the way forward.

BDO Singapore has more than 550 staff. The Asia-Pacific BDO Private Client Services practice is spearheaded by our Singapore team which now has over 80 committed PCS specialists, spanning across key functions. Our specialists lead a network of over 1,000 local experts based in 25 countries.

Our specialists work with high net worth individuals, families, business owners and family offices who want their global tax affairs managed proactively and seamlessly.

Our global reach means that we are not restricted by geographical boundaries. For each client, we draw on our global network and assemble the best team with the right expertise. Having people with the necessary cultural intelligence, as well as knowledge of the subject matter, we are able to find the right solution for each client.

We are the only global tax and accounting firm that is focused on private clients. We differentiate ourselves from our competitors by focusing on delivering exceptional client service through practical, bespoke advice, tailored to client priorities. As the industry grows and there are more providers for the same scope of services, service excellence is what sets us apart from the rest of the industry.

Instead of using complex technical jargons, we speak the same tongue as our clients. We use plain, straightforward terms which our clients can comprehend, in languages that they are comfortable with, be it English, Mandarin, Cantonese or Bahasa. In 2021, we conducted over 60 webinars, round-table sessions and client initiatives in the region.

In BDO, we listen, we plan and our specialists provide strategies, in-depth technical and practical advice tailored to the specific needs and objectives of each HNW individual, their families and businesses. We bring the solutions to our cli-

ents and we take a practical and hands on approach in the implementation, ensuring that they understand each and every step of the process.

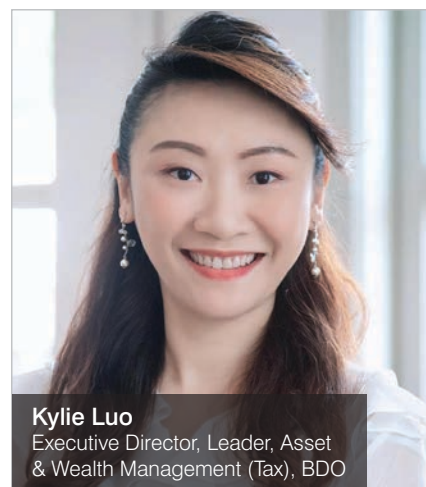
We offer a unique "one-stop-shop" approach for clients capitalising on the dedicated teams in various departments at BDO in Singapore and our international network. As our business grows, our team also grew to include personnel with the relevant expertise. We expanded our service offerings to better meet our clients' requirements.

Even in times of the pandemic and amidst the ever-changing global environment, we kept ahead of the changes and ensured that our clients' needs are well taken care of.

With our efforts, BDO is known in the industry as the go-to-tax-firm for HNW individuals and ultra HNWIs in Southeast Asia. We work with all the major financial institutions and we have implemented almost 50 per cent of the tax structures in the market. As the market leader, we are also constantly in dialogue with government agencies, providing constructive feedback for the industry.

This award is an affirmation of our efforts and an encouragement to our team to keep up our efforts. We are thankful for the support that our various stakeholders have provided us with.

We will continue to support our private clients through any new laws and regulations and assist them to better manage their family wealth. As the regional economy grows and the number of affluent individuals/ families in the region increases, we see more opportunities for the industry. These families would want to put in place structures to better manage and preserve their family wealth. They would also want to put in place robust family governance policies to ensure that their family wealth persists for multiple generations. ■



Kylie Luo
Executive Director, Leader, Asset
& Wealth Management (Tax), BDO





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STRONG CAPABILITIES, GLOBAL NETWORK AND PEOPLE SET BNP PARIBAS APART

WealthBriefingAsia talks to **Arnaud Tellier**, CEO, Wealth Management Asia-Pacific, **BNP Paribas Wealth Management**, on the qualities that put it out front.



Arnaud Tellier
CEO, Wealth Management Asia-Pacific,
BNP Paribas Wealth Management

What's your competitive edge?

Our in-house capabilities, our global network, and our people set us apart from others. As part of the BNP Paribas Group, not only have we had a strong franchise and brand name, but we are also able to leverage on the One-Bank model in the region and our European connectivity. We leverage on our capabilities across corporate and institutional banking, real estate, global markets, asset management, securities services and credit-structuring teams to provide a comprehensive solution to support clients in achieving their goals in investments, business and family.

Our clients may benefit from the expertise of their local private bankers and a globally coordinated suite of service offerings from BNP Paribas Group divisions. What's more important is our people's dedication, flexibility and innovative ideas, which create a differentiated client experience that can truly meet clients' evolving needs. We believe all these make us one of the best-positioned international financial institutions in Asia to serve entrepreneurs/ wealthy families in Asia Pacific.

What steps are you taking to stay ahead of competition?

BNP Paribas Wealth Management will continue to stay close to our clients, be

innovative and focus on strengthening our capabilities in technology and sustainability to build a profitable and sustainable business.

As the leading private bank in Asia, the Bank made commitments to contribute to the emergence and acceleration of a more sustainable economy. We strive to help our clients make a positive impact, and our positive impact continuum spans across environmental, social and governance (ESG) integration, sustainable investments and philanthropy solutions. Whether through their charitable donations or investing sustainably, we offer our clients support and advice across this gamut of services, as part of our commitment to positive impact.

As the greatest wealth transfer in history is happening now, another area that we are focusing on is our Next Gen service.

At BNP Paribas we have been on a very focused journey to build a distinct and compelling offer for next generation Asian clients for many years. While the wealth management industry as a whole still primarily answers to the demands of senior generation entrepreneurs, the attention we pay towards younger generations makes us a really special place to build their first few meaningful banking relationships.

We aim to be our next generation clients' partner from wealth planning to philanthropy, from financing to portfolio advisory and sustainable solutions.

This is evident in the prestigious awards we received from *WealthBriefingAsia*, which further affirmed our efforts in making our client-centric solutions a top priority.

What do you see as the prospects for wealth management in general?

Wealth growth in Asia, particularly in China, is leading the world, which presents numerous opportunities to the industry and our business. As the wealth needs of Chinese clients get more sophisticated, we see that they are keener to diversify their investments and are looking for more specific types of coverage.

BNP Paribas is therefore investing in growing our capabilities to serve Greater China clients. We are targeting next-generation UHNWIs and next-generation family offices.

Meanwhile, as sustainable and impact investing has become a predominant area in wealth management, it is important for key players in the industry to support the changing investor appetite and asset class choices. ■



Wealth Management

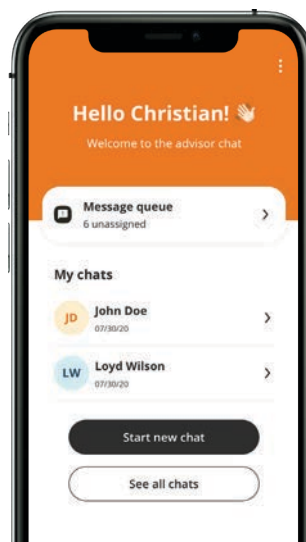
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Digital Communications



Personal, Intelligent, Engaging

The next generation of customer interaction for financial institutions is an integrated Wealth Management communication solution, combined with automation capabilities and artificial intelligence.



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CREALOGIX 

HOW TO DELIVER NEXT-GENERATION CUSTOMER INTERACTION IN WEALTH MANAGEMENT

John Ennis, Regional Managing Director, **CREALOGIX**, tells *WealthBriefingAsia* about its award-winning qualities.



John Ennis
Regional Managing Director,
CREALOGIX

CREALOGIX supports more than 500 financial institutions across the globe. Since its inception 25 years ago in Zurich, CREALOGIX has created a truly global team of digital experts from over 40 nationalities. As a digital financial engagement system provider, we focus on the rapid modernisation of user experience (UX) in established financial institutions.

One of our core solutions involves enhancing digital communication. Effective communication with users is critical to building trust and enabling a relevant and timely exchange of information that directly reflects users' priorities and goals - ultimately maximising client retention and developing a positive reputation to attract new clients. While our digital communication offering was firmly established long before the pandemic, COVID-19 highlighted the shortcomings of digital communication within the wealth management industry. Research by Gartner found that of the 70 per cent of customers seeking to solve their enquiry using self-service, only 9 per cent could fully resolve their enquiry.

Clients' expectations are rising. They frequently expect the same standard of

communication and UX they find in other industries or will otherwise turn to digital challengers. That is why we offer state-of-the-art digital communication tools and are immensely proud to receive a *WealthBriefingAsia* award for it.

Our conversational solution uses AI and automation to deliver a customer engagement platform that accelerates digital communications with wealth management customers all in one seamless interface. However, we recognise that a simple chatbot is not enough in a sector where attention to detail and quality of service is important. CREALOGIX Conversational AI can interpret user intent, assemble large quantities of relevant and highly accurate data and use it to provide informed suggestions to support wealth management advisors.

By integrating with the best-in-class AI conversational technology, IBM Watson Assistant, the 30 per cent of work time usually spent finding and understanding information can be reduced. The result: empowered advisors who have a wide variety of resources at their fingertips and time saved from automating simple repetitive tasks which can be instead allocated to building relationships with clients. For more complex queries or emotionally significant decisions, our AI solution can identify the situation and escalate it. The advisor then has the option to directly send the proposed message or edit it, ensuring that the correct details are always passed to the client.

This human/AI hybrid approach is the perfect pairing of cutting-edge technology and human expertise that the wealth management industry requires. Through being attentive to what investors really want, CREALOGIX has been able to develop a wide range of communication functionalities that offer a highly personalised experience, at any time, from anywhere. This includes asset visibility, portfolio development, analysis reports, order

status, electronic documents, personalised display to reflect user investment interests (such as ESG), sending secure messages, and much more.

This digital communication award acts as proof of the dedication and innovative thinking of our Conversational AI team, but also our company at large. In order to be genuinely client focused and offer the most premium service available, all aspects of our solutions must come together. Multi-device functionality offers flexibility that reflects users' interaction preferences; API and open banking integration allows a holistic view of clients' assets and liabilities to enable better quality advice, an attractive digital interface means more regular engagement, creating opportunities to cross- and up-sell.

While this award underscores our alignment with the industry's key priorities, we recognise that the digital world is fast evolving. We will be working closely with our research team to continually upgrade our solutions and offer the best communication service possible. ■

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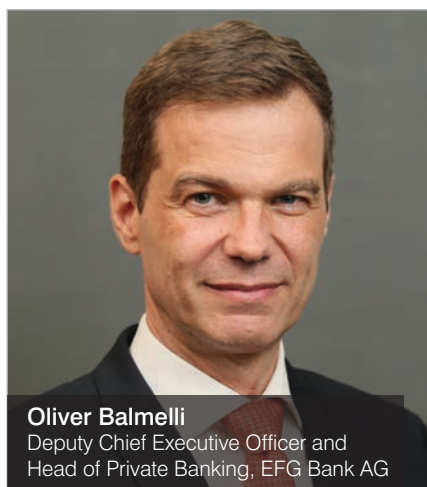
EFG Private Banking

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EFG International's global private banking network operates in around 40 locations worldwide, including Zurich, Geneva, Lugano, Lisbon, London, Monaco, Luxembourg, Dubai, Hong Kong, Singapore, Shanghai, Sydney, Miami. In Singapore, EFG Bank AG's principal place of business is located at 79 Robinson Road #18-01 Singapore 068897, T +65 65954888. EFG Bank AG, Singapore Branch (UEN Number: T03FC6371) is licensed as a wholesale bank by the Monetary Authority of Singapore pursuant to the Banking Act 1970, an Exempt Financial Adviser as defined in the Financial Advisers Act 2001 and an Exempt Capital Markets Services Entity under the Securities and Futures Act 2001. This advertisement has not been reviewed by the Monetary Authority of Singapore.

AN ENTREPRENEURIAL APPROACH WINS FRIENDS FOR EFG BANK

Oliver Balmelli, Deputy Chief Executive Officer and Head of Private Banking at **EFG Bank AG**, describes his firm's success.



Oliver Balmelli
Deputy Chief Executive Officer and
Head of Private Banking, EFG Bank AG

EFG International is a global private banking group offering private banking and asset management services and is headquartered in Zurich. Its registered shares are listed on the SIX Swiss Exchange.

An entrepreneurial spirit has shaped EFG ever since the business was established in Zurich by the Latsis family in 1995. Building on our strengths as advisors with a global perspective, EFG has developed from a start-up into a leading Swiss private bank over the last 25 years. We have Assets under Management totalling SFr167 billion (end-March 2022), a strong capital position and a highly liquid balance sheet.

EFG International has strong roots in Switzerland, with Zurich, Geneva and Lugano serving as hubs for governing and running the bank. EFG International operates in around 40 locations worldwide, with a network spanning Europe, Asia-Pacific, the Americas and the Middle East.

Primed to capture the opportunity in Asia-Pacific, EFG has presences in Hong Kong and Singapore. EFG offers tailor-made solutions, including investment

finance and wealth planning, to high net worth clients and independent asset managers in the region, focusing on onshore and offshore target markets. In the Australian onshore market, EFG serves clients through Shaw and Partners, which following the initial investment was fully acquired in 2021.

What sets you apart from your peers in the Asia-Pacific region this year and why?

It is our entrepreneurial approach to private banking, which is embodied in our DNA and our distinctive CRO (Client Relationship Officer) model.

Our CRO model combines personalisation and geographic proximity to our clients with continuity, efficiency and scale. Our differentiated model enables us to offer truly client-centric advice, service and solutions.

We don't have any forced market segmentation. At EFG, CROs focus on a specific region, leveraging expertise and knowhow, and can develop their own client portfolio. Thanks to our open architecture approach our clients receive impartial and independent advice as well as tailored solutions to fulfill their needs.

EFG serves its clients through five business regions, which are supported by two global divisions specialising in investment solutions and capital market products and services. EFG's business regions and global divisions work together to provide clients with financial solutions that are tailored to their individual needs.

How has your business and business model reacted to the pandemic? Have you introduced new working practices that will endure?

Over the past years, we have fundamentally transformed and simplified our

business, enhanced our offering, optimised our geographical footprint and achieved sustainable and profitable growth. Focusing on South-east Asia, we implemented several regional initiatives to support the sustainable growth of EFG.

During the pandemic we seamlessly adapted to the new circumstances and remained close to our clients – actively engaging with them and helping them to navigate the volatile market environment. This was only possible thanks to the dedication and commitment of our employees and management teams. We also invested in enhancing our digital capabilities to ensure a high level of connectivity and supported our clients with our extensive expertise and tailor-made private banking services.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

Being awarded as “Best South-East Asia Private Bank” and “Best Pure Play (South-East Asia)” is an acknowledgement of the trust and confidence that our clients and partners place in EFG.

South-East Asia is a key market for EFG, and we are very honoured to be recognised and awarded for our excellent service. ■





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ERI SUPPORTS ITS CLIENTS IN DIGITISING THEIR CORE BUSINESS TO SECURE THEIR STRATEGIC GROWTH OBJECTIVES

Simon Wong, Regional Director, **ERI**, talks to **Tom Burroughes**, Group Editor at *WealthBriefingAsia*, on its accomplishments this year.

What sets you apart from your peers this year and why?

The past couple of years have certainly presented everyone with unique challenges and this year is no different. These challenges have hastened our clients' pace of digital adoption and we are very happy they have chosen ERI to help them keep up with that pace.

What are the bank's strategic objectives? Is it to enhance the banking experience? Is it to penetrate a new client base? Is it to achieve better operational efficiencies? Each objective will require a specific digitalisation strategy and precision in execution.

We provide added value at the ground level by helping our clients figure out what they need to pay attention to, the number of resources they should be allocating, and how the OLYMPIC Banking System can support bringing those projects to a successful conclusion.

How have your colleagues contributed towards the success of your organisation?

Massively. ERI has built a team of subject matter experts across multiple disciplines from banking operations to technology infrastructure and made them available locally in Singapore as well as globally, thanks to a strong international presence.

From the very beginning our business and technical consultants are able to offer clients real insights into how to best approach their projects. They can do that because they have the experience from having successfully implemented over 300 projects across the world during our 30+ years of being in business.

Our product and development teams have taken a very open-minded approach when it comes to enhancement requests and change management.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

Going forward, we believe that maintaining a client-centric approach in our engagement will be key to our success. We always keep in mind that wealth management is ultimately about people. As a technology solution provider to wealth management firms, we must be able to follow their approach in managing their customer relationships so we can better understand and adapt to our clients' challenges and come up with technology solutions that respond to their specific needs.

Have your differentiators become more important to your business? Are they still relevant?

In today's market, riddled with volatility and uncertainties, wealth managers must always have access to the client's most up-to-date positions to provide the best advice. As such, OLYMPIC Banking System's ability to deliver real-time client portfolio data is critical to the work of wealth managers. Our digital, real-time and parameter-driven solution enables fully-integrated transaction processing thanks to its dedicated order management system (OMS).

It supports a wide range of instruments for orders generated from both portfolio re-balancing (strategic, tactical and bulk orders) and manual input. It processes transactions relating to purchase, sale, settlement and holding of



Simon Wong
Regional Director, ERI

securities instruments, funds, derivatives and structured products.

What are the prospects for wealth management in the future, bearing in mind a new social and economic environment ahead?

Many of our prospects are trying to help their clients make sense of it all and to help find the best investment opportunities amongst today's uncertain geopolitical and economic environment.

When engaging our prospects for wealth management, many are now asking us about how they can better use the data our system maintains to identify key trends in the market. They are becoming more aware of the value transaction data can provide and are looking for ways to mine that value. ■

EXPERTSOFT

The future of wealth management

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Transform
and take flight.



A CONSTANT STRIVING FOR BETTER CUSTOMER-CENTRED SOLUTIONS WITH TECHNOLOGY

Pascal Lemann, Regional Manager APAC, **Expersoft Systems AG**, talks to *WealthBriefingAsia* about the firm's excellence.

Expersoft System is a privately held company with over 300 employees distributed between its headquarters in Switzerland, nearshore development centre in Bratislava, and multiple international sales and support offices such as Singapore, Hong Kong, Luxembourg, Germany, Turkey, Dubai, Brazil, Panama, and the UK.

What sets you apart from your peers?

Our 30 years of experience and the constant striving for better solutions and adaption of the new data delivery technology set us apart from our peers. With our 60plus interfaces with banks and other financial services players, we have a broad knowledge of the industry and with the different data feeds available.

Moreover, we also offer round-trip order routing (SFTP) with Credit Suisse, UBS, Pictet Bank, Bank Julius Baer, LGT, and soon several additional international banks. Our system allows regulatorily-aligned pre-trade and post-trade checks regarding soft, medium, and hard restrictions as well as performing pre-trade suitability checks for advisory and discretionary mandates.

How have your colleagues contributed towards the success of your organisation?

We have demonstrated hard work with infectious enthusiasm and the hunger to evolve in the financial space.

These attributes have contributed to our exceptional services and solid products.

What are you going to do to stay on the front foot ahead in a fast-growing but also challenging region such as this?

Be open and listen to the market player. Translate their needs into services and additional features in our portfolio solution. Connect with the youth from universities.

What were the challenges you overcome to reach such a standard?

Understanding the different ways of data transmission and finding the perfect resources to be able to develop the connections on such a sophisticated level. Heavily involve the appropriate parties such as our system user and the data provider from the very beginning.

How has your business and business model reacted to the pandemic?

Well, the work-from-home model has experienced the reality check and passed it to a certain extent. So, we have a more flexible working model in regard to location.

Have your differentiators become more important to your business?

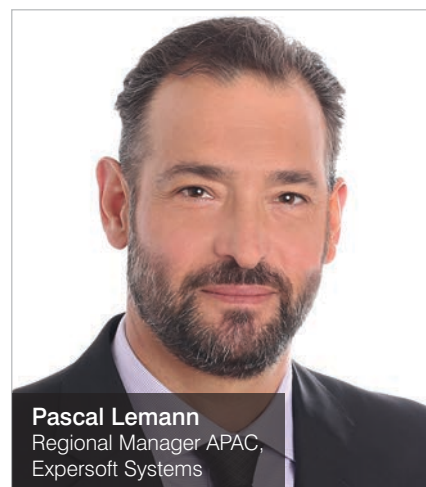
Consistent service quality in the implementation process, supported by superior client servicing and the back office, has become more crucial.

Has morale amongst your colleagues held up well during the pandemic?

Yes, it has held up well. Especially when physical contact was not allowed, it was very important that we have scheduled exchanges via the multiple remote options. Not only so business-related topics could be exchanged verbally but more importantly, to have a personal exchange as such, with no agenda.

What are the prospects for wealth management in the future? What is the new social and economic environment ahead?

New environments have been appearing every 7-10 years. The future is bright. We have arranged a global compliance framework that is well understood and mostly implemented by the market



Pascal Lemann
Regional Manager APAC,
Expersoft Systems

participants. Wealth managers are aware of what they can and cannot do. Technology has evolved to an extent so it can support the heterogeneous business models of Financial Institutions.

Whom do you look to for inspiration and ideas?

Different individuals inside and outside the financial industry. People who have failed and people who are incredibly successful. Sometimes it is also my 12 year old daughter who challenges ideas in a way no adult would, and this inspires me tremendously.

What do you hope will be the result of receiving this accolade?

Being awarded by *WealthBriefingAsia* means that a market player in the FS environment must provide value to the community with outstanding service, products and solutions. ■

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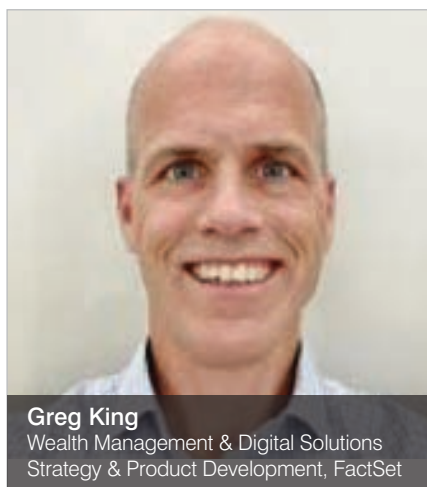
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FACTSET HELPS WEALTH MANAGERS BUILD DIGITAL TRANSFORMATION THAT WORKS

Greg King, Wealth Management and Digital Solutions Strategy and Product Development, **FactSet**, talks to *WealthBriefingAsia* on how it has reached award-winning standards.



FactSet delivers superior content, analytics, and flexible technology to help more than 170,000 global users see and seize opportunities sooner. FactSet helps wealth managers demonstrate their value to clients while protecting and growing their assets with all-in-one wealth management software that combines portfolio analytics, multi-asset class research, global market analysis, and reporting tools as well as the building blocks to create custom, digital client experiences.

FactSet has continuously invested to evolve our solutions through innovation, acquisition, and strategic relationships. With FactSet's client reporting solutions, our clients gain efficiency and scalability by automating their reporting processes and seamlessly combining key portfolio analytics with their internal data sources. Wealth managers can automate external and internal reports, enabling them to quickly scale up the number of client portfolios processed, while improving accuracy and achieving brand consistency.

FactSet helps wealth managers tackle their firm's digital transformation to meet evolving client demands. FactSet provides wealth management firms the tools

to build highly personalised portals for clients to review their portfolios with appealing visualisation and graphical displays. The integration of the Vermilion Reporting Suite paved the way for FactSet to develop a complete client reporting solution that helps our clients meet the rapidly evolving reporting and regulatory requirements. Our Portfolio Guide tool provides an interactive, easy-to-use reporting solution for wealth managers to create custom, presentation-ready reports for client meetings.

FactSet's Vermilion Reporting Suite (VRS), provides a scalable, efficient way to deliver timely, consistent data. VRS supports the production of a range of reporting from standard reports, to regulatory, pitchbooks, RFP support, and internal reports. FactSet is the only provider that offers both self- and full-service client reporting. Key advantages:

- Burden of data integration is reduced with the option to automate data feeds from any source;
- Data quality is enhanced via automated checks such as threshold tests;
- Documents can be tailored to clients' output preferences, lowering error rates through a reduction in manual processes;
- Integrated, approved, and dynamic content in PowerPoint, fed directly from VRS, ensures consistency and reduces duplicative efforts; and
- Through an Excel add-in, clients complete templates once, then automate their creation and distribution.

Portfolio Guide is an interactive reporting solution for wealth managers that provides simple drag-and-drop functionality to help users create custom, presentation-ready reports. Portfolio Guide combines key holdings data and analyst research with FactSet's content and analytics to easily create reports showing

the performance, characteristics, and composition of individual accounts and overall client relationships.

Highlights include:

- **Flexibility:** Create more flexible report designs and layouts with the drag-and-drop feature and leverage predetermined charts and tables;
- **Customisation:** Modify component settings on the fly and customise branding;
- **Speed:** Calculate reports faster with tile-based asynchronous calculations;
- **Queueing:** Run more than one report at a time in the background; and
- **Admin Utility:** Configure and deploy cohesive reporting standards across the firm by setting calculation methods, options, and defaults.

FactSet empowers advisors to deliver transparent, personalised information to their clients. We continue to invest in enhancing our solutions for wealth managers and leveraging technology to support their digital transformation to meet their client demands.

FactSet lets users build and automate presentation-quality and custom-branded reports, which help increase engagement with current clients and market services to prospects. ■





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for Individuals, Families
and Businesses Globally.

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ADDING VALUE BEYOND WEALTH MANAGEMENT - THE GLOBALEYE FORMULA

Tim Searle, Chairman of **Globaleye**, talks to **Tom Burroughes** of *WealthBriefingAsia* about the qualities that enable it to shine.

We believe that growing wealth only matters when there is something to grow for, and having wealth is only meaningful when there is a vibrant life enriched by it. For nearly three decades, we have met the advisory needs of HNW clients, and have seen that life finds meaning beyond wealth.

Our heritage and global footprint means that we offer an unbiased and whole of market solution for our partners and clients. Our international team of experts work alongside clients to provide financial and tax planning strategies; high-value insurance cover; asset protection; succession and legacy solutions. Collaborating with trusted legal teams, family offices, bankers and trustees, we meet the sophisticated needs of HNW clients while supplementing advisory offerings with our bespoke services.

By considering all the eventualities of life, we ensure our clients have the liquidity solutions they need; the long-term growth they want to see; and the legacy security that offers lasting reassurance – all while staying tax efficient and discreet. Our work every day has always been for a greater tomorrow, delivering the best solutions to prominent families with whom we support today and for generations to come.

What sets you apart from your peers this year and why?

We believe that building and preserving wealth takes time, and we invest a lot of time researching how the world will be in the future, to find ways to set our clients up for success.

Our reputation for helping and advising HNW clients globally continues to break new boundaries. Through our holistic approach, clients have peace of mind knowing that our solutions protect their loved ones, personal assets, and business interests. From simple legacy and

estate planning to critical business protection, we listen to our clients and their needs and provide a holistic approach towards finding appropriate solutions.

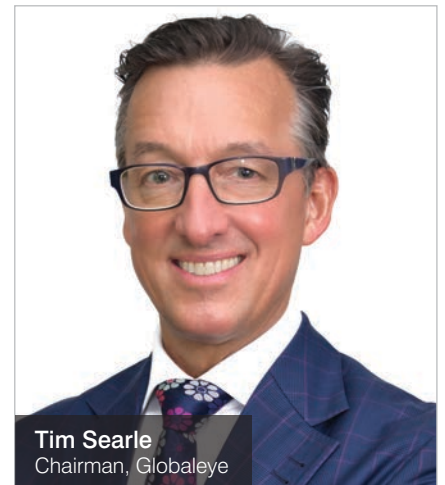
We secure today what they hope to achieve in the future. We have advised and arranged over \$6 billion of active risk solutions, providing protection and liquidity for our global clients using a combination of WOL, Term, ULI, VUL, PPB and PPLI solutions to name a few.

How has your business and business model reacted to the pandemic? Have you introduced new working practices that will endure?

Over the last four years, we have evolved to move away from traditional “retail” financial services to a boutique advisory firm focused on HNW individuals and families. To achieve this, we have evolved from a business that relied on upfront commissions to a fee-for-advice proposition.

Additionally, we have diversified, with a corporate finance sister company in Zurich. This helps us access and deliver private market opportunities directly to our clients. Among our various endeavours within the Private Markets and Venture Capital space, we have recently been successful in completing a \$35 million Series C funding round for SkyCell alongside anchor investors such as DisruptAD, SHUAA Capital psc, and various China/Zurich-based family offices.

Parallel to this, we have been upgrading our digital offering as well, and are now months away from offering our own digital wealth management interface. This will allow clients to onboard themselves remotely, and self-direct investments into one of our model portfolios. It will also act as a platform to service clients who no longer need dedicated advisers.



Tim Searle
Chairman, Globaleye

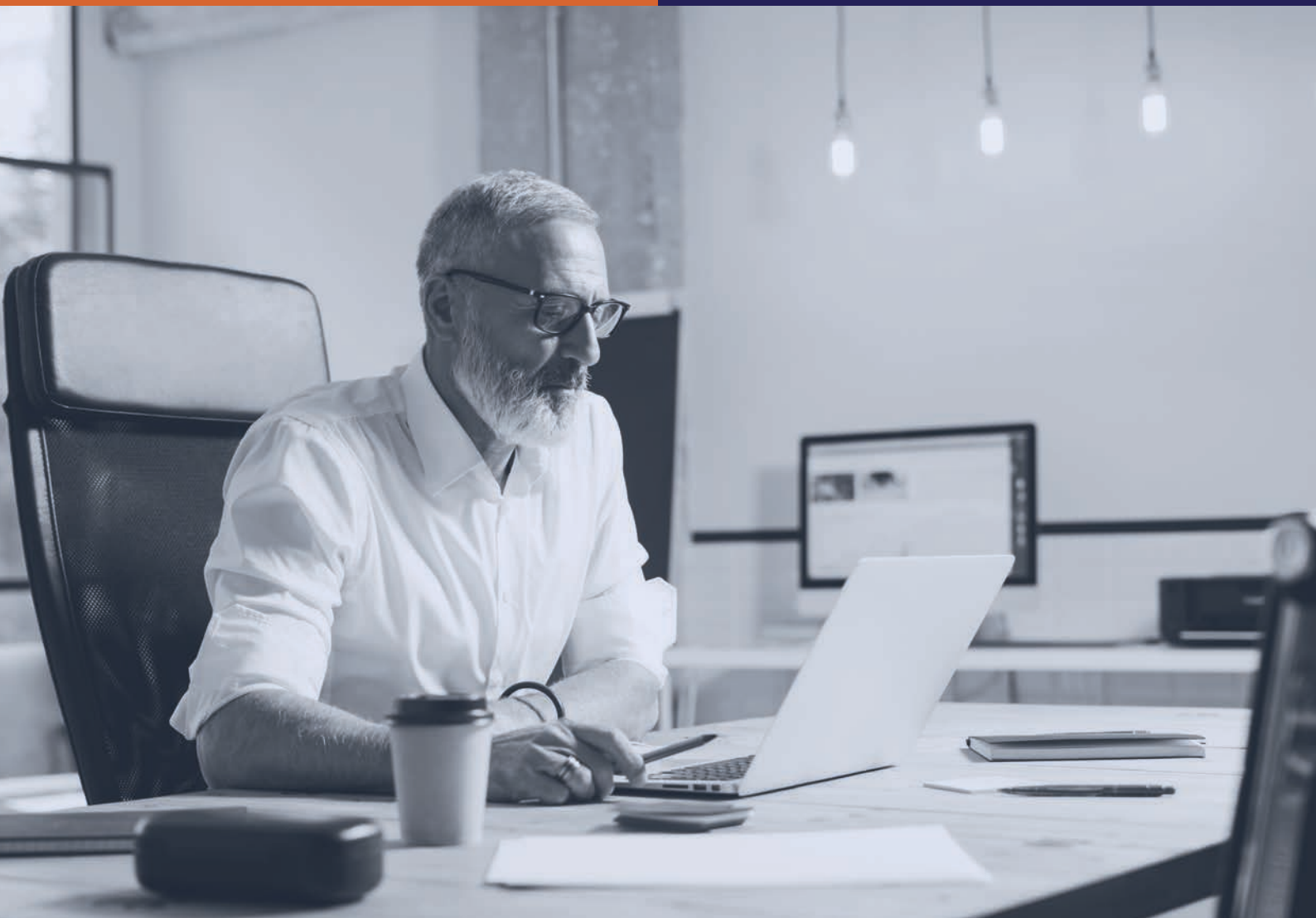
We believe that as we continue to establish ourselves in the HNW space, it is vitally important to retain clients of invest-able assets of up to \$1 million. By doing so, our approach will be plugging a significant gap left by private banks and family offices, who themselves are trying to scale up with considerably larger clients. ■

“WE BELIEVE THAT **GROWING WEALTH** ONLY MATTERS WHEN THERE IS **SOMETHING** TO GROW FOR, AND HAVING WEALTH IS ONLY **MEANINGFUL** WHEN THERE IS A VIBRANT LIFE **ENRICHED** BY IT.”

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CONSTANT ENGAGEMENT WITH CLIENTS WINS THROUGH FOR IIFL WEALTH

Karan Bhagat, Founder, MD & CEO of **IIFL Wealth & Asset Management**, sets out the qualities of this business and how it is going to stay sharp.

IIFL Wealth & Asset Management (IIFL WAM), is one of the leading wealth and alternate asset management companies in India. IIFL Wealth & Asset Management is the investment and financial advisor to more than 6800 relevant families in the high net worth individual and ultra-HNW segments, with aggregate assets of more than INR 3.25 lakh crores under management.

IIFL WAM is one of the pioneers in the industry to bring about product innovations. Headquartered in Mumbai, IIFL Wealth & Asset Management has more than 900 employees and a presence in four major global financial hubs and 23 locations in India.

We have historically, as a business, been at the forefront of product innovation, structuring products for our clients across various market cycles both up and down. Our full-service platform, including Wealth and Alternates Asset Management, ensures that our clients are constantly engaged with us. A variety of engagement types also ensures that we are able to serve the differentiated needs of each client effectively.

The pandemic disruption has been the single most defining period of our times. If there's one shining light that has come through for us during this period of disruption, it is our people.

Even before the early COVID-19 wave was impacting everyday business matters, we enabled our people to effortlessly operate from home. Our company is a roster of relationships between people, processes and products; with the potential to provide for and preserve the interests of all stakeholders.

We played to our strengths. With laptops being delivered home and remote access for everyone; a resilient team ensured that client servicing stayed top priority. Our people ensured not only client

retention but also addition - a culture we built with our people's agility and focus.

We are in the fortunate position of being a part of the greatest wealth creation cycle this country has seen, one that we expect will continue for the foreseeable future. UHNW and HNW wealth continues to grow at an unprecedented pace and the market size therefore continues to grow exponentially for us.

Further a large part of this new wealth creation is happening in Tier 2 and 3 cities where access to high quality advice is usually not available. Given the strength of our platform, our people, our expanding geographic spread and our understanding of the requirements of our core client segment we are well positioned to capture a larger share of this new wealth creation. As with all businesses, the COVID-19 pandemic has ensured a significant degree of adoption to digital activities.

On the alternate assets side, the Indian market is still nascent and if developed countries are any indicator then we have huge headspace for growth. Worldwide alternate assets continue to attract the lion's share of revenues, almost 46 per cent of asset management revenues, even though it accounts for only 15 per cent of AuM. With our diversified strategies on the alternatives side, our platform and leadership position in this space we again see significant opportunity for growth through the different macro-economic cycles.

The last few months have been dominated by geopolitical events and macro environment changes, specifically given high inflation, and increasing interest rates. While there are questions on the near-term outlook and higher volatility across asset classes, we remain confident on the medium to long term. It is specifically in these uncertain times, that we wanted to re-emphasize on the three core tenets of our strategy - Growth, Resilience, Agility. ■



Karan Bhagat
Founder, MD & CEO,
IIFL Wealth & Asset Management

"OUR FULL-SERVICE PLATFORM, INCLUDING WEALTH AND ALTERNATES ASSET MANAGEMENT, ENSURES THAT OUR CLIENTS ARE CONSTANTLY ENGAGED WITH US. A VARIETY OF ENGAGEMENT TYPES ALSO ENSURES THAT WE ARE ABLE TO SERVE THE DIFFERENTIATED NEEDS OF EACH CLIENT EFFECTIVELY."

LET OUR 145 YEARS OF EXPERTISE GUIDE YOU INTO YOUR FUTURE.



Architects of Wealth

Shaped by more than 145 years of experience supporting families and entrepreneurs around the world, Indosuez Wealth Management offers in Asia via its Hong Kong entity a tailor-made approach that allows its clients to build, manage, protect and pass on their wealth according to their goals and ambitions. In coordination with the Cr dit Agricole group, its employees are committed to addressing environmental, social, and governance issues to pursue consistent progress and ceaseless value creation. Indosuez Wealth Management is the global wealth management brand of the Cr dit Agricole group and is present in Hong Kong via CA Indosuez (Switzerland) SA, Hong Kong Branch. As a whole, the Indosuez Wealth Management group is present in 10 locations and counts nearly 3'000 employees.

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 **INDOSUEZ**
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LONG-TERM PHILOSOPHY UNDERPINS INDOSUEZ WEALTH MANAGEMENT

Arjan de Boer, Deputy CEO HK, Head of Markets, Investments & Structuring, Asia, **Indosuez Wealth Management**, talks to *WealthBriefingAsia*.



Arjan de Boer
Deputy CEO and Head of Markets,
Indosuez Wealth Management

What do you think gave you the competitive edge this year?

At Indosuez Wealth Management, our strength is in our long-term philosophy. We hold a long-term view of our clients' wealth and take a prudent approach when it comes to protecting, nurturing and increasing their wealth sustainably. To us, this is a marathon, not a sprint, as we stay the course of our clients' financial investment journey. We draw upon our financial strength which has a 145-year old tradition of exceptional personalised service. Our well-established network gives our clients access to global expertise complemented with local insights which allows us to craft personalised solutions tailored to their needs.

We pride ourselves as a human-scale bank, which creates opportunities for close relationships and dedicated attention from Indosuez's team members for each and every one of our clients. Conversely, our clients have access to a wide array of specialists, locally and globally as part of the Credit Agricole network.

Essentially, we adopt a conservative approach that places client satisfaction as our top priority. Winning no less than four awards is definitely a great motivator for us to continue with our chosen approach.

Describe how your colleagues made a difference?

Our team at Indosuez is guided by parent company Credit Agricole Group's raison d'être of "working every day in the interest of our customers and society".

In line with the Credit Agricole group, we have a strong commitment towards sustainable finance as we know it is an essential lever to create a better and greener world for all of us.

Our ESG expertise ranges from advisory to asset management and capital markets.

Our offer is on par with the biggest players of the wealth management industry, from the management of our exceptional private equity offering to execution and distribution. We do this in-house, with dedicated teams of professionals globally - a unique feature in medium-sized private banks. The fact that we won in diverse categories, ranging from investment management, ESG to SRI, particularly highlights our commitment to always take a long-term view, conduct business in a sustainable way, offer our clients responsible investment opportunities and provide our staff with equal career opportunities.

What steps are you taking to stay ahead of competition and in this region?

Indosuez plans to continually grow, expand and adapt to meet our clients' expectations at various points of their financial investment journey.

As one of the very early movers in the environmental, social, and governance (ESG) space, we have in the last few years been providing clients with detailed ESG scores in their portfolio statements. They form the basis of discussion and our risk analyses of investment portfolios and investment-making decisions. Promotion of sustainable investments to our relationship managers have also been extended worldwide, where we provide daily recommendations on specific ESG and SRI-related structured products and

funds to increase awareness. Furthermore, we are committed to continuously enhance the portfolio offerings across our divisions while placing Corporate Social Responsibility (CSR) at the core of our endeavours.

Please describe the challenges you needed to surmount.

Our strong focus on diversity has helped us tremendously to stay on track and keep focused.

What do you hope will be the result of receiving this accolade?

Our four *WealthBriefingAsia* awards attest to our strong expertise and presence in the region, as a trusted partner of our current and future clients. They are a wonderful recognition of the Indosuez team's achievements, hard work and our continual strong focus on sustainability and diversity. ■





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Our 4,000 employees provide world-leading, specialised administration services to clients in over 30 jurisdictions. Our local, expert knowledge and innovative technology combine to deliver a compelling proposition. By partnering with clients we transform and unleash the potential of their operating model. We deliver the power they need to succeed.



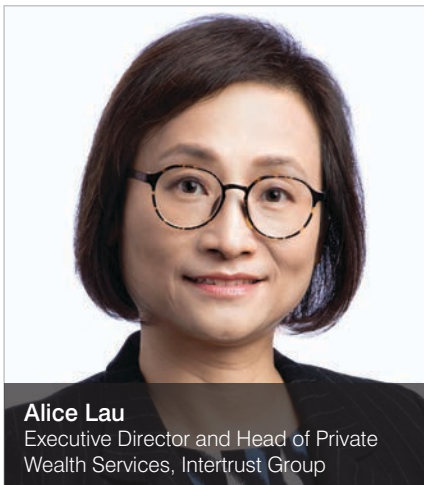
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DELIVERING SPECIALIST SERVICES ON A GLOBAL SCALE AT INTERTRUST

Alice Lau, Executive Director and Head of Private Wealth Services, **Intertrust Group**, talks to *WealthBriefingAsia* about its achievements and views on the sector.



Alice Lau
Executive Director and Head of Private
Wealth Services, Intertrust Group

What sets you apart from your peers this year and why?

At Intertrust Group, we have over 4,000 employees who are dedicated to providing world-leading, specialised administration services globally. With over 30 jurisdictions globally, our staff strive to provide excellence when servicing clients 24/7.

How have your colleagues contributed towards the success of your organisation?

At Intertrust Group, our unique asset is our people. We have a strong and stable team of experienced and qualified private wealth professionals – majority of whom have been serving the company for a long time. Private Wealth Asia Pacific team head is led by Alice Lau, who is highly experienced and has been working in Intertrust Group for over 25 years. Over 50 per cent of our staff has been with the firm for more than 10 years.

Intertrust Group has private wealth focused offices in most key trust jurisdictions including Hong Kong, Singapore, Cayman Islands, BVI, Guernsey and Jersey, amongst others. Building on extensive knowledge and expertise, our global

teams provide tailored, innovative and proactive Private Wealth services to meet clients' wealth planning requirements.

What are going to do to stay on the front foot in a fast-growing but also challenging region such as this?

We constantly engage our clients and business partners, providing regulatory updates and industry trend insights, and transformative technology offering allows clients to unleash their potential. Our technology enables clients to embrace digitisation and automation.

What lessons have been learnt that can be carried forward?

The pandemic challenged the way we used to worked and interacted with our peers and clients alike. Being flexible and exploring workarounds were essential to keep the business moving. There are practices we now have in place that we would continue to practice moving forward.

Has morale amongst your colleagues held up well during the pandemic? What have you done to bolster their spirits?

There were many outreach activities the office organised to boost morale. Our teams made effort to keep in touch virtually, to catch up on topics outside of work and to maintain the wellness of the team. For instance, office "walkathons" were organised for staff to clock their steps to encourage exercise as well as interaction with peers in an environment where social distancing was possible.

What are the prospects for wealth management in the future bearing in mind a new social and economic environment ahead?

We work closely with business partners and clients. Majority of the new business

for private wealth comes from them. The prospects would continue to work with our business partners and clients, regardless of the social or economic environment.

Whom do you look to for inspiration and ideas?

Social economy and social innovation contribute to create more inclusive, creative and sustainable societies and economies. By providing innovative solutions to improve the quality of life and well-being of individuals, communities and places while addressing socio-economic and environmental challenges, including those emerging with the COVID-19 pandemic crisis.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

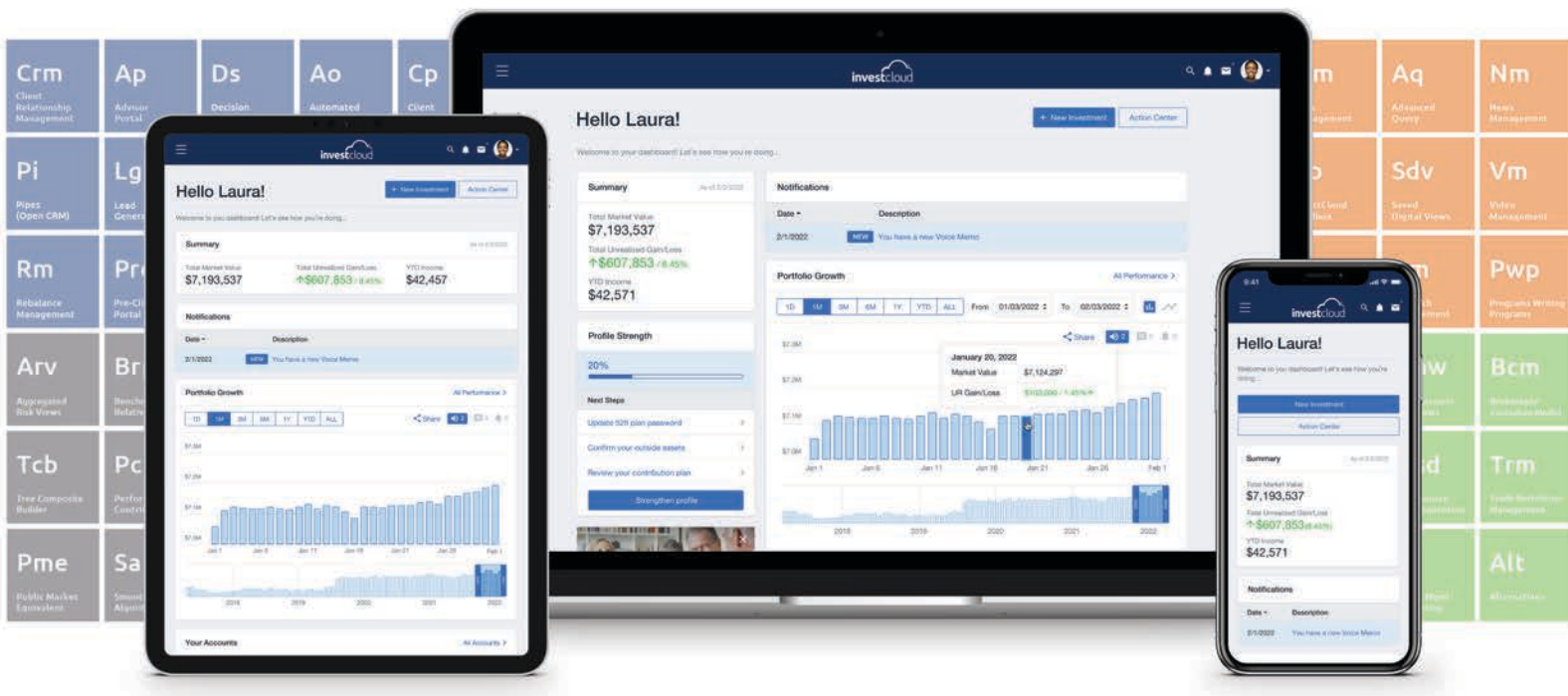
This accolade is a valuable recognition to reflect on our service excellence, innovation, global connectivity, and responsiveness. This is also the sixth year Intertrust Group has won this award. This achievement further bolsters the market position of Intertrust Group to stand out from competitors in the private wealth space, strengthening our industry credibility to existing and prospecting clients.

Winning this award is a great way to recognise the hard work of Intertrust Group's staff who have contributed to our success over the years. ■



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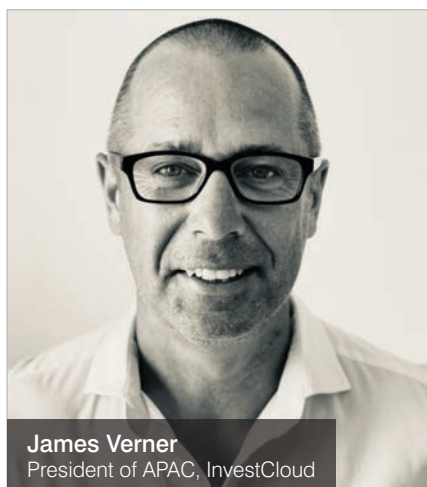


InvestCloud App Library

300+ apps for ultimate
leverage, scale and
speed to market.

INVESTCLOUD'S MISSION TO FAST-TRACK INDUSTRY DIGITAL TRANSFORMATION

James Verner, President of APAC, **InvestCloud**, explains the firm's prowess and success in this year's awards.



James Verner
President of APAC, InvestCloud

What sets you apart from your peers this year and why?

InvestCloud provides a single, cloud-native digital and commerce enablement platform that is revolutionising the financial services industry. We enable growth at scale for some of the largest financial institutions in the world, and hundreds of wealth managers and asset managers globally.

With the InvestCloud Digital Warehouse InvestCloud has created a single model of the financial industry that enables client information to be catalogued in one place, and which can be overlaid and integrated to wealth managers existing technology and third-party software to overcome technology debt.

We also created a technology called iProgram, an AI technology enabling programmes to write programmes. iProgram enables total solutions to be assembled in short timeframes. The firm offers a single cloud platform.

InvestCloud also offers a hyper-modular App Library for the financial industry that leverages InvestCloud's Digital Warehouse, iProgram and Cloud Platform. Every InvestCloud app is truly integrated.

How have your colleagues contributed towards the success of your organisation?

Success starts with the right vision but equally requires the right approach to deliver, including technology and people. I am very proud of all the talented individuals we have been fortunate enough to continue to attract.

What are going to do to stay on the front foot in a fast-growing but also challenging region?

Over the last 12 months, the firm has significantly increased its client base, market share and local market headcount. We have a wide range of clients, including the largest banks in the world to wealth managers, asset managers, broker-dealers, insurers, and asset servicing companies. Crucially, InvestCloud's technology is hyper-modular, hyper-personalised and focuses on creating value and generating AUM for clients through its applications of data and behavioural science.

Can you share an example of the ground-breaking work you are delivering?

One example of our innovation is focused on Client Lifecycle Management (CLM) including CRM. Specifically, our CRM and CLM features focus on the wealth management client lifecycle to empower advisors to drive greater efficiency to serve their clients by navigating the onboarding process easily, while keeping prospective clients digitally engaged.

We are increasingly being called upon to replace multiple existing point CRM systems to bring a better and fuller experience and automation to everything from prospecting through to digital onboarding, suitability, risk and ongoing client management.

What have been the challenges you have had to overcome as a firm over the last year?

We too have needed to adapt to different ways of working, taking into account (and respecting) the ever-evolving restrictions regarding travel and the ability to have face to face meetings, either with clients, with prospects or with colleagues. We have worked tirelessly to bring together best practices as well as domain and local expertise to continue to deliver to address client needs.

How has your business and business model reacted to the pandemic?

Because we are a digital technology company, we've always been ahead of the curve in terms of using video and remote collaboration technology to work with our teams around the globe.

Have your differentiators become more important to your business?

Our differentiators are even more relevant today. Since Day One we have been focused on delivering a single, cloud-native platform that can be configured in numerous ways using our ever-expanding library of digital financial apps, configured using iProgram. And those apps use a single version of integrated truth provided by our Digital Warehouse. ■



Secure Your Family's Future

We provide independent holistic advice on wealth preservation, succession planning and family wellness to give our clients peace of mind and to ensure harmony through generations.



*Legacy
Wealth
Advisors*

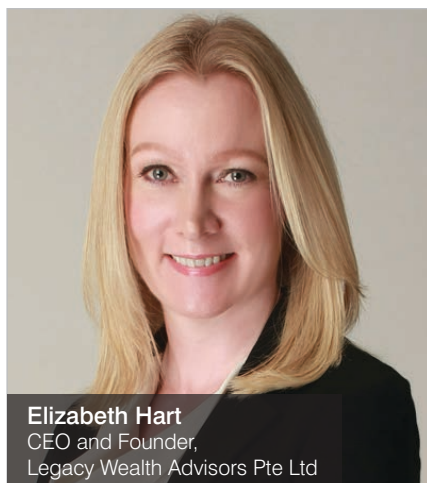
Contact us at:

contact@legacygroup.global

www.thelegacywealthadvisors.com

PUTTING CLIENTS BACK AT THE CENTRE

Elizabeth Hart, CEO and Founder, **Legacy Wealth Advisors Pte Ltd**, talks to **Tom Burroughes**, *WealthBriefingAsia* Group Editor.



Elizabeth Hart
CEO and Founder,
Legacy Wealth Advisors Pte Ltd

We are delighted to win this award which is an important recognition of our dedication and hard work. We turned the adversity of COVID-19 into an opportunity to innovate and develop a new business model for our industry.

Legacy Wealth Advisors is a boutique firm providing independent holistic advice on wealth preservation, succession planning and family wellness to support wealthy families to ensure harmony through generations.

Legacy Wealth Advisors and its sister company The Life Academy have developed a unique holistic approach, which puts the client back to the centre and is having a meaningful impact on their lives.

Our services bring together:

- a) **Wealth management** to preserve and prudently grow wealth. This service is delivered via a multi-family office in Singapore providing independent investment advice and incubator single-family office services.
- b) **Succession planning** to create a smooth transition of wealth. Legacy Wealth Advisors was established in 2020 to meet demand from clients and professional advisors for a

holistic succession planning consulting service and independent directors to support families to ensure a smooth transition of wealth.

- c) **Family Wellness Programs** to enhance family relationships, to support the well-being of family members to ensure harmony through generations, and prepare the next generation for being future wealth owners.

The Life Academy was established in 2008. We hold inspiring events in Asia and provide one-to-one coaching to empower people to achieve their full potential and to live with purpose and fulfillment.

During the pandemic, we launched our Family Wellness Program to help wealthy families to enhance family relationships and to support the pro-active well-being of individual family members in all aspects of wellbeing to live with purpose and fulfillment.

Our wellness program has had a profound impact on our clients. Our holistic approach gives families peace of mind with a strategy to preserve and prudently grow their wealth, a clear and effective succession plan, and enhanced harmony within the family.

"The outcome is no less than sensational and we are grateful for your sound and measured guidance." A key client across our three businesses.

What have been the challenges you have had to overcome to reach such a standard?

A key challenge was finding space for creativity and having the courage to step out of a senior corporate role.

After over 30 years in the industry, I felt there was a need to focus on more than monetary returns. In my view, wealth is about more than money. There are many examples of families who have lots of money but they are not wealthy.

In order to preserve wealth and ensure a smooth transition of wealth to a prepared next generation, it is important to empower individuals in all aspects of well-being to be in harmony with themselves, their family, and the world around them and to prepare the next generation for being future wealth owners.

I am one of the few professionals who understands both wealth management and trust and is an experienced empowerment coach. I felt a calling to join the dots and to share my experience to add real value to clients. I have finally found my purpose and the missing piece of the puzzle to provide clients with a unique holistic offering.

How has your business and business model reacted to the pandemic? Have you introduced new working practices that will endure?

During the pandemic, I thought about two words; gratitude & reflection. We turned the adversity of Covid-19 into an opportunity to innovate and develop a new business model for our industry. ■

"TWO WORDS; GRATITUDE & REFLECTION. WE TURNED THE ADVERSITY OF COVID-19 INTO AN OPPORTUNITY TO INNOVATE AND DEVELOP A NEW BUSINESS MODEL FOR OUR INDUSTRY."



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Find out more about our Net Zero Investing Strategies at LombardOdier.com

rethink everything.

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PRIVATE CLIENTS
ASSET MANAGEMENT
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DEEP EXPERTISE AND HOLISTIC SOLUTIONS FOR CLIENTS AT LOMBARD ODIER

Vincent Magnenat, Limited Partner and CEO Asia, **Lombard Odier**, details the ways this venerable Swiss bank is right up there with modern challenges.



Vincent Magnenat
Limited Partner and CEO Asia,
Lombard Odier

What do you think gave you the competitive edge this year?

We are particularly pleased with the categories of awards we have won as they reflect our deep expertise and what we stand for in Asia. We focus on our core strengths in holistic investment solutions and family services advisory; seamless client servicing as we work together across our three offices in Singapore, Hong Kong and Tokyo; fostering strong strategic alliances with some of Asia-Pacific's finest financial institutions, and advancing our leadership in sustainability.

Describe how your colleagues made a difference to your organisation?

These awards are really first and foremost a testament to our strong and stable client relationships. It is thanks to the continued trust and support our clients place in us that has allowed us to be recognised, once again, as a strong pure player in the region.

What steps are you taking to stay ahead of competition?

Since 1796, we've grown stronger through over 40 financial crises by re-evaluating and rethinking the world around us, and we remain guided by this today.

We believe that the future of private banking remains both offshore and onshore, and we have formed strategic

alliances with some of the leading local financial institutions in the region, providing their clients onshore access to Lombard Odier's investment and wealth management expertise.

We also remain active listeners with our clients – over the past two years, we have launched studies with our Ecosystem of Strategic Alliances in the region to engage with HNWIs.

How did your firm react to the pandemic and what lasting changes do you expect from this period? What might not last?

At a time when physical connections have been radically curtailed, digital tools allow us to stay informed, communicate and maintain our relationships with clients, partners and each other.

We are ahead of the curve with our technology platform - and are using this advantage to stay close to clients with digital format.

When we surveyed the UHNW individuals across the region, while 81 per cent of the participants believe that more digital, and less physical interactions will become the new norm, they also highlighted the importance of in person meetings to them. When asked what sort of contact they would like to have with their bank once the COVID-19 crisis ends, 59 per cent of respondents chose physical meetings at or outside the bank, as opposed to virtual methods.

What do you see as the prospects for wealth management in general?

As a result of the pandemic, the re-alignment of values will underpin global development (and investment) over coming decades – impact and implications of their decisions and investments. Sustainability promises to realign these values and represents the most important opportunity for investors and the world going forward.

We understood that the pandemic did not drastically change clients' expectations and their way of investing but that they needed more support and guidance input from their banks. They also reflected

a strong desire for a trusted local advisor that helps them navigate and access markets they can no longer travel easily to, and for banking relationships with banks that are aligned with their principles.

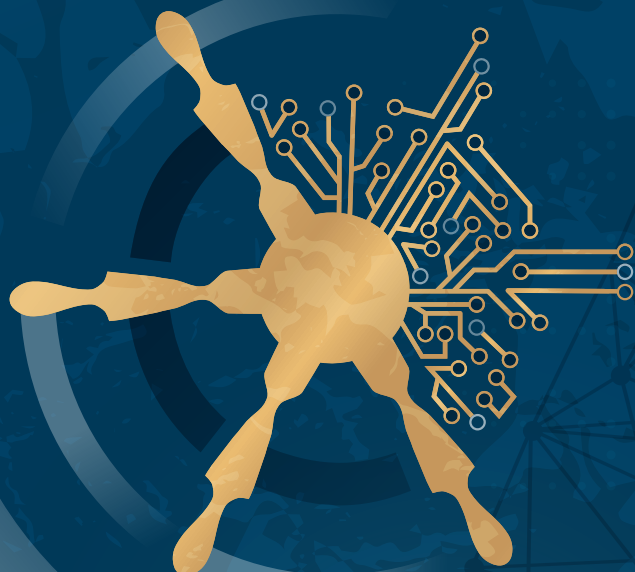
Our privately-owned structure and DNA of innovation and sustainability puts us in good stead to help clients navigate uncertainty in this "new normal", as they seek to protect, grow and transmit their assets and legacies across generations.

What do you hope will be the result of receiving this accolade?

Importantly, we hope that these wins will enable us to elevate more conversations on sustainability. We believe sustainability, and sustainable investing, is more than just an environmental issue – we believe it is a revolution. ■



INNOVATION and EXPERTISE to navigate FINANCIAL MARKETS



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ideas

We advise and support our clients through a rigorous investment process relying on our deep experience on financial markets and the help of cutting-edge technological tools.

We
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bespoke
solutions

We create cross-asset and multi currency investment solutions and help our clients make sound investment decisions according to their specific needs.

We
level up
your
business

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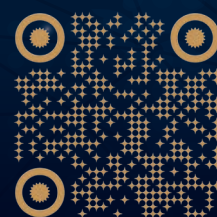
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CLIENTS RECOGNISED TALENTS FROM THE START AT LYNCEUS PARTNERS

Nicolas Ulvoas, Managing Director Asia, **Lynceus Partners**, talks to *WealthBriefingAsia* on what makes this firm special.

What sets you apart from your peers this year and why?

Many of our peers use their abilities and skills in the best way possible, and companies that strive for excellence are a source of inspiration for us.

What we aim to do at Lynceus Partners is add value through a fully tailor-made approach to structured solutions. We accompany our clients throughout the entire investment cycle and help them design and create solutions that are truly bespoke to their market view.

We were awarded several accolades earlier this year in Europe, and most recently in Asia, and I strongly believe that this is the result of consistently delivering the highest quality of service to our clients.

How have your colleagues contributed towards the success of your organisation?

It's all about people at the end of the day. We can rely on a team of experienced professionals across multiple offices around the world and they all contribute to different stages of the value chain. We are all instruments of this success.

How has your business and business model reacted to the pandemic? Have you introduced new working practices that will endure?

The pandemic accelerated digital transformation. Many of our clients realised they needed comprehensive digital solutions to conduct business in full-remote. Our one-stop digital platform is a powerful tool that helped many of them manage the entire lifecycle of their solutions, from idea sourcing to pricing and monitoring.

In terms of new working practices *home office* was an existing practice for several roles, and we foster a right balance between remote and in-office work. More importantly, we had contingency plans to face such a crisis, and successfully supported our clients without disruption during the entire pandemic.

What lessons have been learnt that can be carried forward?

Agility and speed are key for differentiation. It's our responsibility to accompany, support and advise our clients, especially in critical times.

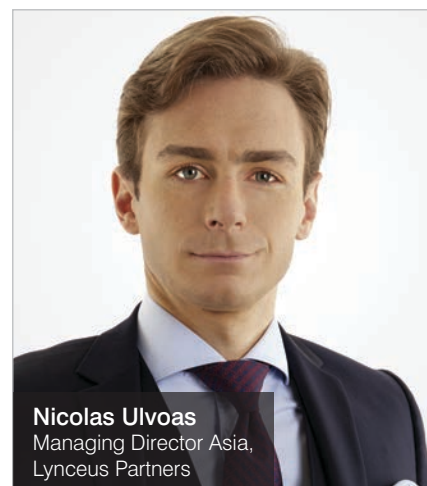
What are the prospects for wealth management in the future bearing in mind a new social and economic environment ahead?

I expect the upcoming months to be both challenging and full of opportunities for our entire industry. Market conditions have been particularly favourable until the end of 2021 and resulted in an unprecedented bullish phase. Anyone can deliver solid performance in a bull market, whereas the real expertise of a wealth management professional lies in their ability to perform under tough circumstances.

We are now seeing multiple signs of turbulence ahead, and I believe this is the perfect time for all of us in the industry to demonstrate our capabilities to manage risk and seize the right opportunities in a challenging environment.

Whom do you look to for inspiration and ideas?

I work alongside some of the sharpest minds in their field both in Singapore and in Switzerland. Sharing ideas with them opens up new perspectives on the economic environment and upcoming



Nicolas Ulvoas
Managing Director Asia,
Lynceus Partners

trends. On top of this, we have a team of skilled specialists at Lynceus who have demonstrated their ability to identify market opportunities and tactical trades that benefitted our clients, and I am glad to be able to rely on their expertise.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

We are proud to be awarded this distinction by our peers. This is the result of our efforts to provide the highest quality of service to our clients and I trust this will provide more visibility to our firm as we work to strengthen our team and consolidate our presence in the region. ■





WE UNDERSTAND YOUR REAL WEALTH

At Maitri, we take a bespoke and holistic approach to preserve and grow our clients' wealth for generations to come, leveraging our market-leading expertise and access to premier investment opportunities.



The award is issued by WealthBriefing.

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STAYING THE COURSE DURING DIFFICULT TIMES IS MARK OF MAITRI'S CHARACTER

Tom Burroughes, Group Editor, *WealthBriefingAsia*, speaks to Manish Tibrewal, CEO, **Maitri Asset Management**.



Manish Tibrewal
CEO, Maitri Asset Management

What have been the challenges you have had to overcome to reach such a standard?

Being able to stay the course amidst uncertainties and deploying a principled approach to responsible investing are key to the way we approach wealth advisory for our clients.

What sets you apart from your peers this year and why?

A key differentiator is our single-family office origin, which means we possess first-hand experience of managing family investments and achieving family wealth goals. Maitri was founded as the Tolaram family office in 2015 and has since grown to become a multi-family office focused on active responsible investment management. Having a family office DNA helps us to understand the concerns and needs of our clients in depth and gives us an edge that no other wealth advisors has in this part of the world.

As a firm, we are also proud operate at the highest level of standards. We became B Corporation ("B Corp") certified in August 2021.

How has your business and business model reacted to the pandemic?

Though we are backed by a prominent family with significant financial resources, the Maitri model is built with streamlined processes and frugality in mind. Also, investors tend to look for sound advisors more in uncertain times than in normal situations.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

Asia is experiencing a massive wave of wealth creation as well as wealth transition from first generation to subsequent ones, hence, there is a magnitude of opportunities for multi-family offices like Maitri.

Our specialisation in being a holistic solution provider gives us an edge as families are looking not just for sound investment advice, but also for a long-term sustainable strategy for their wealth, which will last for generations to come.

Have your differentiators become more important to your business? Are they still relevant?

Trust is the cornerstone for any business, and it is of significant importance in our industry of managing family wealth. The key differentiators for us are our family office heritage, deep understanding of ecosystem and thought leadership across various spaces.

What lessons have been learnt that can be carried forward?

Long-term thinking always helps as it takes away the impact of short-term market noise and the corresponding impulsive decision-making. Having a

disciplined approach of sticking to your original strategy and not get carried away with the "trend is your friend" euphoria is critical in a long-term mindset, and we have already seen investors bearing the brunt of this in the first half of 2022. Alignment of interest of the client and the advisor is fundamental.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

We are very grateful for WBA's recognition for our work. This is a vote of confidence in our endeavors, and reaffirms our commitment to the approach we take. It also serves as a reminder to continue developing new and innovative ways of promoting sustainable investing in the family office space, and work together to elevate industry standards.

How have your colleagues contributed towards the success of your organisation?

Any organisation is a collective reflection of the values and efforts of its people. We are extremely fortunate to have a team of passionate and competent folks, who leave no stone unturned to get the best results for Maitri. ■



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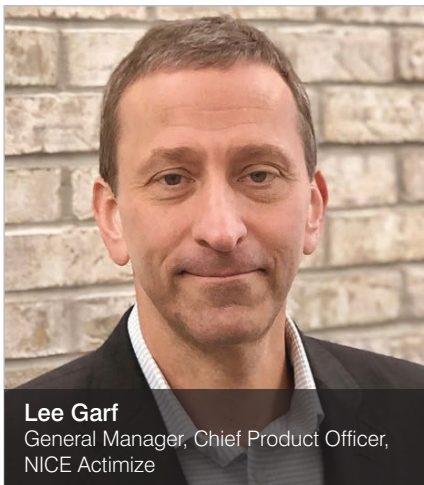


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CONTINUED ADVANCEMENTS OF AI INTO SUITABILITY AND CONDUCT COVERAGE ADDRESSING ASIA PACIFIC REGULATIONS

Lee Garf, General Manager, Chief Product Officer, **NICE Actimize**, talks to **Tom Burroughes**, Group Editor of *WealthBriefingAsia*.



Lee Garf
General Manager, Chief Product Officer,
NICE Actimize

NICE Actimize, a leader in suitability surveillance and regulatory compliance for the Wealth Management market, has continued to advance its SURVEIL-X Suitability offerings for the Asia Pacific and the global marketplace, demonstrating overall market growth in this category. This year's innovation focus was the continued expansion of its capabilities for monitoring Advisor's Conduct for cases of client abuse. Core to this initiative, NICE Actimize's suitability solutions generate insights from transaction and communication data in order to better "know your employees", proactively monitor for misconduct, ease regulatory pressure, and potentially drive new revenue streams for the financial institution.

Achieving major growth throughout the region, NICE Actimize's customer base represents a range of financial services institutions addressing suitability and sales practices challenges in a number of ways. One feature that NICE Actimize continues to lead in the region is its ability to work with a wide range of languages, particularly the vast range of languages required throughout Asia Pacific which

provides a market leading advantage to its FIs. The solution also uses AI to drive efficiency throughout the surveillance process.

Among SURVEIL-X most notable use cases for artificial intelligence include:

- Natural Language Processing to understand conversations/emotion/sentiment in communications, documents, and other employee generated data.
- Anomaly detection to understand changing behavior (people change their behaviors when they are doing something wrong).
- Intelligent alerting where the system learns and can predict the likelihood of alerts generated being true or false.

NICE Actimize is seeing widespread adoption for its surveillance solutions with respect to conduct-related use cases. As wealth management firms rapidly adapt more digital channels to engage with their customers, our advancements in surveillance helps make this transformation easier.

This past year, NICE Actimize's SURVEIL-X Suitability for Wealth and Insurance, a comprehensive AI-powered surveillance and suitability solution built on the capabilities of its industry-leading SURVEIL-X Holistic Conduct Surveillance suite, elevated support for advisors and met suitability compliance needs.

Global regulations as well as those based in Asia Pacific, continued to pressure financial services organizations to monitor regulated employees more closely; review their investment recommendations, transactions and accounts for suitability; and ensure that required disclosures are being properly communicated, making a strong surveillance and conduct solution a necessity.

Advanced AI-based solutions such as NICE Actimize's SURVEIL-X accomplish this.

Lee Garf, General Manager, NICE Actimize Financial Markets Compliance: "Firms throughout Asia Pacific are beginning to make the shift from a reactive approach to surveillance to a more proactive risk-based approach. By offering a holistic entity-centric view of the advisor and by leveraging AI and NLP, firms can spot potential issues and take preventive measures faster. This protects end investors from harmful sales practices and protects firms from costly regulatory fines and reputational damage."

"This past year, NICE Actimize has successfully applied cloud, artificial intelligence and advanced analytics to address the Wealth Management market segment's compliance needs," added Garf. "Already adopted by leading global financial services organisations, SURVEIL-X Suitability will continue to provide benefits to the Asian wealth management community, even more so with its capability to integrate communications surveillance with suitability surveillance."

Within APAC, the Monetary Authority of Singapore's Private Banking Sales and Advisory Practices guidance, as well as the Securities and Futures Commission's and Hong Kong Monetary Authority's suitability obligations, are among those regulations that have elevated the importance of a strong surveillance and supervision strategy for financial services organisations. ■

Are you planning to move to Australia?



For over three decades Northland Group has assisted its clients benefits from their international assets and investments following their move to Australia.

If you or your clients are planning to move to Australia in the next five years, please contact us for further information on how we can assist.



NORTHLAND GROUP HELPS GLOBALLY MOBILE INDIVIDUALS CRAFT THEIR WEALTH NEEDS

Nicholas Boyd, CEO of **Northland Group**, talks to *WealthBriefingAsia* Group Editor Tom Burroughes on how this firm has put a dent in the universe.



Nicholas Boyd
CEO, Northland Group

Founded in 1992, Northland Group is an Australian Financial Services Licensed and regulated administrator of foreign superannuation funds, otherwise known as international pension plans, for those living and working abroad who intend to move to Australia. We are the pre-eminent foreign superannuation fund platform in Asia-Pacific with three decades of experience in the establishment and administration of foreign superannuation funds, along with fund administration and corporate services across complex jurisdictions.

High net worth individuals moving to Australia encounter the challenge of how to efficiently hold their assets and investments in a comparatively high tax environment that applies its income and capital gains taxes on a worldwide basis. For several countries, they would be assisted by private client practitioners to establish a discretionary trust to administer their international estate, however, Australia attributes the income and gains of a foreign trust to a taxpayer in the year that they arise irrespective of when they are disbursed.

This treatment can be avoided by using an eligible insurance policy (as defined in

the ITAA 1936), however, for HNW individuals these can be limiting as there are contribution restrictions on future years settlements, most banks will not extend credit facilities to an insurance held account and depending upon the insurer there is a limited universe of available investments options precluding private companies.

Northland Group identified the need to assist globally mobile people with a structure and platform to contribute and invest wealth for retirement through robust structures with ATO private binding ruling. Utilising our expertise in Australian matters Northland Group have been establishing and administering foreign superannuation funds for over 20 years.

In 2018 the company reached the landmark of A\$1 billion in funds under administration and in 2020 welcome strategic investors Quintet Yorkway to continue the growth of the business.

What sets you apart from your peers this year and why?

Since our inception we have viewed compliance as the essential component to our business. This thread runs through all facets of our business from the decision to become AFSL regulated, to obtain private binding rulings for our client's funds, to open an office in Singapore and to bring our HNWI solution to the mass affluent market through the launch of our 'Lite' solution.

How have your colleagues contributed towards the success of your organisation?

All the success that we have achieved and the longevity that we have enjoyed as a business are all a direct result of the great team that I have the honour to work with. Over the last year we have taken on strategic investors in Quintet Yorkway and they have brought tremendous

value to the table in improving our decision making metrics and processes. We have the right team working for and with us to drive the business forward into the future.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

We have been working with clients and their trusted advisors in the region for almost thirty years and we have found that the way to remain on the front foot is by being equal parts proactive and reactive.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

This prestigious award validates the decisions that we took and the plans that we set in motion to improve our proposition for clients and grow the business. ■

"THIS PRESTIGIOUS AWARD VALIDATES THE DECISIONS THAT WE TOOK AND THE PLANS THAT WE SET IN MOTION TO IMPROVE OUR PROPOSITION FOR CLIENTS AND GROW THE BUSINESS."



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A COMPLETE GO-TO-MARKET SOLUTION FOR DIGITAL ASSETS

Colm Furlong, Managing Director, Head of SaaS, **OSL SaaS**, talks to *WealthBriefingAsia* Group Editor **Tom Burroughes**.

What sets you apart from your peers this year and why?

Globally and in Asia, OSL is a first mover in digital assets in terms of security, technology, and compliance. Since we began our journey some years ago, our entire team has worked hard to establish a best-in-class digital asset platform with a clear competitive advantage.

Unlike numerous other participants in the market who have adopted either a no-touch or perhaps a light touch approach to regulation, security and risk control, we have forged a path of differentiation built around these pillars.

OSL SaaS is a complete go-to-market solution for firms wishing to build their own digital asset business. It provides a complete end to end workflow that enables firms to maximise the addressable liquidity they can provide to their own clients. At the core of the platform is OSL's real time, fast and secure technology solution for institutions and professional investors to safely trade digital assets.

This is underpinned by the platform's proven performance and security facilities and is backed up by OSL engineers, SMEs and support technicians that allow firms to be up and running within 6 weeks.

What are going to do to stay on the front foot in a fast-growing but also challenging region such as this?

We have expanded our team globally, growing our footprint and businesses in Hong Kong, Singapore, the Americas, the UK and Australia.

The SaaS business continues to build on its position as one of the world's premier digital asset platform, maintaining a strong record of success working with tier 1 regulated financial institutions. As we've discussed, reg-

ulation will be the biggest influence on the market in the next 12-24 months and this is ultimately good for the majority of consumers and for high quality, regulated companies like OSL.

In addition to providing much higher levels of investor protection, proper regulation across the globe will facilitate more traditional finance firms and institutional investors to participate whilst also reducing the amount of allowable leverage in the system.

What have been the challenges you have had to overcome to reach such a standard?

Any investment carries risk, and this is true of high volatility investments such as digital assets.

OSL was built with regulatory compliance and security woven into its DNA, and has a sterling track record in this regard - our focus on regulatory compliance has paid off, particularly in times of market uncertainty and "risk off" environment.

Investors using OSLs services can expect a safer trading environment, as these licensed intermediaries are required to have controls for identifying and mitigating risks of abusive or manipulative trading activities.

How has your business and business model reacted to the pandemic?

Technology has played an undeniable role in both disseminating information during COVID-19, and in encouraging individuals and companies to find new ways to work and trade.

The digital asset space, which is intrinsically online, has benefited from this increase in Internet use as well as recent market volatility.



Colm Furlong
Managing Director, Head of SaaS, OSL

We continue to maintain flexible working arrangements, while keeping steady watch on current market conditions, government advice and following scenario-based business continuity planning and risk management procedures to ensure staff safety and maintain profitable operations.

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

We believe with *WealthBriefingAsia* as the leading voice of the family office and wealth management community, we will be able to let more investors who are interested in digital assets or digital asset platforms know more about OSL and our offering. ■



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Refinitiv, an LSEG (London Stock Exchange Group) business, is one of the world's largest providers of financial markets data and infrastructure. With \$6.25 billion in revenue, over 40,000 customers and 400,000 end users across 190 countries, Refinitiv is powering participants across the global financial marketplace. We provide information, insights and technology that enable customers to execute critical investing, trading and risk decisions with confidence. By combining a unique open platform with best-in-class data and expertise, we connect people to choice and opportunity – driving performance, innovation and growth for our customers and partners.

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EMPOWERING ADVISORS, INVESTORS TO GET GREAT WEALTH RESULTS

Sabrina Bailey, Global Head of Wealth, Data & Analytics Division at **Refinitiv**, talks to *WealthBriefingAsia*.

What sets you apart from your peers this year and why?

Refinitiv, an LSEG (London Stock Exchange Group) business, is one of the world's largest providers of financial markets data and infrastructure. With \$6.25 billion in revenue, over 40,000 customers and 400,000 end users across 190 countries, Refinitiv powers participants across the global financial marketplace. We provide information, insights, and technology that enable customers to execute critical investing, trading and risk decisions with confidence.

We have a rich history of servicing the wealth management industry, providing advisor and investor solutions that empower clients with the content, technology, and expertise to accelerate growth, help firms improve decision making, deepen client engagement and optimise business performance.

Our advisor tools provide market data, client data, and proprietary information, news, and research in one view, allowing advisors to streamline their workflow to provide timely and relevant advice.

Have your differentiators become more important to your business? Are they still relevant?

The first is our global scale and breadth and depth of content and analytics. We are one of only a few firms that can deliver a single platform, with consistent data, to customers globally. Not only are we a leading provider of global cross-asset financial market information, but we also carry exclusive content sets and analytics – Reuters News, sentiment analytics and ESG data to name a few. As investors demand access to more information, having one global source adds a lot of value to a wealth management firm.

The second differentiator are the flexible workflow tools and widget capabilities

that allow clients to better visualise data and generate better insights. Whether charting tools that the investor can view on their own screen, or widgets and APIs that embed content within to digital investor platforms or mobile apps, our data is available in modern and flexible frameworks that are designed to deliver dynamic, accelerated workflow capabilities to empower your business with optimised efficiency.

Finally, our open strategy is helping us to work with wealth management firms to create hyper-personalised advice. By combining a firm's proprietary data with Refinitiv market data, news and analytics, we can provide a one-stop access point to the firm's advisory views and deliver a 360 view of an advisor's book of business.

What do you hope will be the result of receiving this accolade?

Winning the "Best Data Provider (Pan-Asia)" award as well as "Best Overall Asia WealthTech Provider (Pan-Asia)" is a testament to our commitment and investment in the development of solutions to help wealth management firms serve their investors. It is a highly encouraging win for us as we are motivated to deliver and expand into new content sets and personalised insights for our customers.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

The purpose of our wealth business is to enhance the financial well-being of all people by delivering personalised, data-driven insights to our customers that facilitate sound investment and financial decision making and fuel rich human connection. We are bringing this purpose to life by making investments and delivering on initiatives that add value to the industry and align with global and APAC macro trends.



Sabrina Bailey
Global Head of Wealth, Data
& Analytics Division, Refinitiv

What have been the challenges you have had to overcome to reach such a standard?

One of the biggest challenges is that the pace at which the wealth industry is changing. We have overcome this by having a clear strategy to help our clients accelerate their growth through data and technology. ■



Your wealth is your future

We understand the impact your wealth has today, and for generations to come. That's why we work with you to make sure your investments can create the future you want. We listen to you and build our service around your purpose.

We are still largely owned by the Schroder family, who founded the company over 200 years ago. We put stability, independence of thought and our exceptional investment reach at the service of entrepreneurs, professionals, families and charities across the globe.

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Schroders

Wealth Management

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SCHRODERS WINS WITH RESOURCES, HERITAGE, INDEPENDENCE AND TEAMWORK

Schroders Wealth Management's Jason Lai, Chief Executive, Asia and **Robert Ridland**, Managing Director, talk to *WealthBriefingAsia*.

What sets you apart from your peers?

We are an independent asset manager that applies impartial and tailored client advice across an open-architecture platform. We are supported in this mission by the institutional buy-side expertise of Schroders. Several key attributes set us apart from our peers and have helped us respond to the challenges of the past year.

We draw on the resources of a FTSE100 firm and the investment expertise of a global asset manager while applying individual thinking for each client. Sustainability considerations are central to how we run our business and how we invest for clients. We believe this translates into better outcomes for all our stakeholders and better financial performance over the long term. Our scale allows us to negotiate competitive fees.

How have your colleagues contributed towards success?

We nurture a culture which attracts and retains high-performing individuals who are passionate about delivering the best outcomes for clients.

Colleagues - and the client focus of our team in Asia - have been fundamental to the success of our organisation.

What are going to do to stay on the front foot?

Our consistent ability to innovate and challenge how our industry can best meet client needs are key to staying on the front foot. We firmly believe that combining independent advice with the buy-side expertise of Schroders provides our clients with a compelling alternative to the traditional private banking model.

The combination provides us with access to cutting-edge institutional investment expertise and the financial strength and stability to take a truly long-term approach.

How has your business and business model reacted to the pandemic? Have you introduced new working practices that will endure?



Jason Lai
Chief Executive, Asia,
Schroders Wealth Management

Prior to the pandemic, Schroders invested heavily in technology to allow its staff to work more flexibly. This proved invaluable over the past two years, allowing us to switch to "working from home" with minimal disruption. Our IT allows employees to work from any location at any time using just one log-in. Most of our staff have now adopted "hybrid" working, spending 2 - 3 days in the office.

Have your differentiators become more important to your business? Are they still relevant?

Yes, absolutely. As the macro-economic outlook darkens, Schroders' strong financial position becomes all the more important. It means we face less pressure to cut costs than some of our peers - and can continue to invest. Schroders' global research capability is also even more important in a challenging market environment, helping us identify mispriced opportunities and help our clients outperform.

Has morale amongst your colleagues held up well during the pandemic? What have you done to bolster their spirits?

Our team demonstrated remarkable resilience during the pandemic. However, this is not something that was taken for granted and we provided additional training to help



Robert Ridland
Managing Director,
Schroders Wealth Management

staff deal with the challenges of this unusual period. As life starts to return to normal, we are once again organising in-person staff events to help new and long-standing team members (re)connect.

What are the prospects for wealth management in the future bearing in mind a new social and economic environment ahead?

I think the pandemic showed private investors just how disruptive environmental and social challenges can be - and that governments and business can come together to find solutions. This could well open new opportunities for wealth management.

What do you hope will be the result of receiving this accolade?

It is an honour to have been again endorsed by our Asian wealth management peers, as they continue to recognise our efforts in building a "buy-side" wealth business that is client-focused, institutional-quality and innovative with a unique proposition. ■



IMPROVE SERVICES. BOOST PRODUCTIVITY. SIMPLIFY COMPLEXITY.

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Enhance the engagement experience throughout client life cycle, helping wealth managers build and strengthen those all-important client relationships, whilst reducing the operational effort involved.

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RELENTLESS INNOVATION KEEPS SS&C ADVENT COMPETITIVE

Kaushiq Kodithodika, Regional Sales Director for MENA & APAC at **SS&C Advent**, sets out the firm's award-winning prowess in this year's programme.

What sets you apart from your peers this year?

Continued innovation and growth, as we keep pace with the market where focus is shifting to the front office as the next frontier of productivity enhancement.

SS&C continues to innovate with integrated solutions covering the entire investment lifecycle, enabling wealth managers to maintain higher client-advisor ratios, attract and retain the best talent, and boost their profitability.

How have your colleagues contributed to the success of your organisation?

SS&C has a diverse and multi skilled team, spread across our geographical spread. Collaboration is key to our success. We use technology and culture to optimise collaboration and empower teams to drive the business forward.

We continue to grow our client base in APAC and across the world. This year we forged a strong partnership with a leading investment manager to provide best-in-class adviser experience and client service through technology and innovation.

Our dedicated teams are composed of seasoned professionals with a wealth of experience in technology implementations and management, along with front-line knowledge of local regulations, industry practices and evolving market trends.

What are going to do to stay on the front foot in a fast-growing but also challenging region such as this?

Continue to demonstrate a client-centric company culture. We are guided by principles which drive our ongoing success: Commitment to our clients, Taking Ownership, Inspire Teammates and Innovate Intelligently.

Our growth is fueled by teamwork. As a company, we reward innovation and professionalism. To quote one of our employees: "Our customers rely on us to keep them at the leading edge of technology and services so they can provide better services to their clients".

What have been the challenges you have had to overcome to reach such a standard?

Technology and services are constantly evolving and it is vital we continue to innovate in order to stay at the leading edge and remain a competitive force in this industry. With such diversity in local regulatory requirements, market practices, instrument types and client expectations, a key challenge is to ensure our products and services have the flexibility and specialisation to cope with all these different market demands.

Bringing together our world-class technology development capabilities with extensive on-the-ground knowledge helps us overcome the challenge and incorporate the required regional specificities into our solutions.

Whom do you look to for inspiration and ideas?

At SS&C we are constantly inspired by our clients who continue to keep us at the forefront of the industry. We also keep a keen eye on technologies that influence and improve the client experience, and continually strive to deliver technology and services that bring constant and incremental improvement to the client's operations, effectiveness and efficiency.

We also invest in understanding the views of the key industry influencers and industry groups, and are regular participants in events and discussions across a wide range of industry issues and ongoing challenges.



Kaushiq Kodithodika
Regional Sales Director for MENA
& APAC, SS&C Advent

What do you hope will be the result of receiving this accolade? How does it help your business in this region?

Advent Wealth Management Solution winning the "Best CRM Provider (Pan-Asia)" reinforces our capabilities and demonstrates our commitment to continued digital success for our customers.

As a well-known and respected publisher within the wealth industry we will use this recognition as a proving point for our capabilities. It is invaluable to our staff, as well as our clients, to see our solutions validated and acknowledged by highly regarded third parties. ■



Legal opinion, clearly expressed

We are a forward-thinking private wealth legal team in Asia advising individuals, families, and their businesses. We support clients on their personal and business affairs, succession and legacy planning, and cross-jurisdictional tax exposure.

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STRONG COMMITMENT TO LEGAL EXCELLENCE AND POLICY DEBATE

Penelope Shen, Partner, **Stephenson Harwood**, talks to *WealthBriefingAsia* Group Editor **Tom Burroughes** on how this law firm has made an impact.



Penelope Shen
Partner, Stephenson Harwood

What sets you apart from your peers this year and why?

Stephenson Harwood is a law firm with more than 1,100 people worldwide, including over 190 partners, across eight offices. Our international private wealth team has experts across our network, with dedicated professionals in Hong Kong, Singapore, Dubai and London; we also advise clients in other key jurisdictions, including the PRC, Canada and France, and offshore centres such as the BVI, Cayman Islands and Guernsey.

The team supports UHNW individuals and their families, family offices and companies, across generations and countries. Our international expertise and scope ensures that we are able to offer holistic advice which reflects the global nature of these clients' interests.

How have your colleagues contributed towards the success of your organisation?

We have over 50 private wealth specialists across the firm, each of whom brings something special to the team.

Drawing on their unique skills and passions, we've recently joined the Hong Kong Green Finance Association (HKGFA); helped to draft a key policy paper on the city's plan to become a green

infrastructure investment fund hub; participated in high-level discussions by the Alternative Investment Management Association over the Hong Kong Securities and Futures Commission's climate-related risks disclosure requirements; submitted substantial feedback to the Hong Kong Stock Exchange's consultation on the Corporate Governance Code, with a specific focus on board diversity; and, headed up a HKGFA workstream on green leases, including providing commentary on legality issues and developing a clause bank.

What are going to do to stay on the front foot in a fast-growing but also challenging region such as this?

Our private wealth clients are typically entrepreneurial, international, and generally seek a spectrum of tax and legal solutions such as trust formation and estate planning, asset structuring and restructuring, family governance and succession planning. Philanthropy typically forms an integral part of our advice in the latter category. Increasingly – and crucially – we see ESG, socially responsible investing and impact investing take centre-stage when clients consider the future for their wealth.

We recently launched a new five-year strategy, which identified core areas of focus. These include decarbonisation, which has real applicability here. We're actively developing our existing expertise in this area, and are committed to supporting our clients as they too seek to meet net zero and other decarbonisation and environmental targets.

How has your business and business model reacted to the pandemic?

We know that our people benefit from having increased flexibility, and we've seen how well it can work in practice to provide this. That's why all of our people – where their roles allow – can now work remotely up to 40 per cent of each week.

Looking beyond this, we've made real

strides in embodying a more socially responsible approach to work. This includes upping our efforts to source sustainable corporate gifts and increase recycling, to developing ground-breaking policies to support those facing fertility challenges, pregnancy loss and caring responsibilities.

What are the prospects for wealth management in the future?

We know that ESG is top of the agenda for many organisations and individuals, and we are changing the way we serve clients to meet these goals. For example, we are one of the first law firms in Hong Kong to have hired a lawyer who specialises in ESG, SRI and impact investing.

It's no longer purely about maximising wealth and protecting assets; there is a real desire among the community to do this within the context of ESG. ■



Delivering a First-Class Onboarding Experience

This case study looks at how Temenos helped an Australian Wealth Management client overcome various challenges such as complex regulatory requirements and a shrinking pool of high new worth clients to deliver a first-class onboarding service that is simple, fast and less error prone for advisors and their end customers.

Whilst this use case is focused exclusively on a customer with a very specific product set, the application is flexible enough to enable the same significant benefits in any region, for any onboarding or origination journey and across any customer segments such as retail loan origination or mass affluent wealth onboarding.

Advisor led wealth management

A key consideration for onboarding new customers is related to the associated complexity of the entity applying for the product. This case study was based on a project undertaken with a leading Australian wealth platform provider and therefore considers complex onboarding of customers such as those with an Investor Directed Portfolio Service. In the case of an IDPS, the applicant could be any one of the following types: Individual, Joint, Sole Trader, Partnership, Company, Self-Managed Super Fund, Trust, or Incorporated Association.

Onboarding of the most complex types (e.g., a Self-Managed Super Fund (SMSF)) involves the discovery of Trustees. The Trustees may themselves be individual members or Companies and, for every Company, the Directorship must also be established. The members (Ultimate Beneficial Owners), Directors of Companies and so on must all undergo KYC vetting, and must all sign the same version of the application.

This simple example illustrates the complex set of tasks that may need to be completed during a customer onboarding, which is often underestimated.

Temenos Journey Manager

Temenos Journey Manager is a platform that enables complex, custom built, omni-channel digital onboarding solutions to be rapidly assembled. It increases speed to market and addresses compliance and risk factors, and by so doing, improves both customer and advisor satisfaction whilst also reducing back-office costs.


The Journey Manager combines the security and enterprise features required for critical banking and wealth applications into a cloud-based platform. It includes modules for rapid design and deployment, transaction management, customer analytics, and connectivity to third-party FinTech systems in a platform on which tailored Digital Sales applications can be built. The heart is the Journey Manager server, a cloud-based system that manages the entire customer acquisition transaction.

Solving wealth onboarding challenges with Temenos Journey Manager

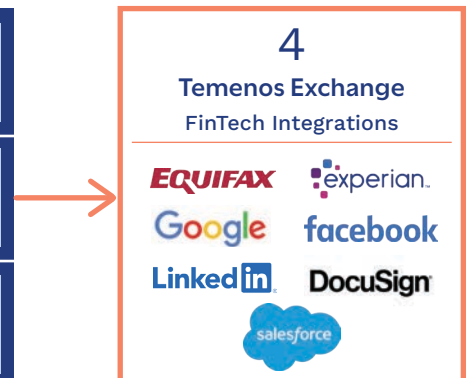
The most common scenario involves an advisor led application. To improve the process a range of third-party APIs are used to reduce effort and increase the accuracy of the application including: Advisor information pre-fill, Super Fund identifier look up, Company lookup, Account BSB look-up, Address Lookup and Verification, Identity Verification, and Electronic Signature.

The system is backed by a robust workflow. At its simplest, this tool ensures that all the required preconditions are complete before an application can be submitted. However, these preconditions can be complex.

Unhappy path remediation processes include foreign passport handling, IDV failure rectification, TIN verification and others. These and other remediation tasks are handled using a manual review process using Journey Manager's staff Workspaces tool.

By eliminating paper and exploiting third-party APIs an estimate of about ten hours of work per application is saved and errors in transcription due to double handling are eradicated. 

Journey Manager modules



A LASER-LIKE FOCUS ON BANKING AND WEALTH MANAGEMENT AT TEMENOS

Eric Mellor, Wealth Management Specialist, APAC-MEA, **Temenos**, describes the qualities of this established organisation.



Eric Mellor
Wealth Management Specialist,
APAC-MEA, Temenos

What sets you apart from your peers this year?

Temenos has 7,500 people globally and for 28 years we have solely focused on banking and wealth management.

We serve over 3,000 clients, which includes 41 of the top 50 banks, mid-tier banks, and over 70 challenger banks and fintechs.

The onboarding of customers is challenging in the wealth industry: entity types are complex; applications are governed by complex regulations; many parties may be involved in an application requiring workflow for the orchestration between applicants, independent third-party advisors, and the platform or product provider.

With the Temenos Journey Manager, we supported our customer HUB24, a financial services company listed on the Australian Stock Exchange, to tackle the challenge to deliver a first-class digital onboarding experience for complex entities applying for wealth products. The Temenos Journey Manager is a platform for building complex onboarding journeys.

HUB24 achieved significant results: Onboarding of new investors was reduced to an average of thirty minutes and achieved applications growth of 100 per cent compared to the prior state without an increase in their staffing levels.

What are going to do to stay on the front foot in a fast-growing but also challenging region such as this?

There is a perfect storm for digital transformation in banking and wealth, driven by rising competition, customer expectations and profitability pressure. Disruptive technologies such as cloud and API, as well as AI and big data, are driving rapid scalability, innovation and cost efficiency, creating opportunities for open and collaborative business models - like Banking-as-a-Service and Embedded Finance.

We have a relentless focus on innovation and consistently reinvest 20 per cent of our revenues into R&D, the highest in banking software, to help financial institutions navigate these current and emerging challenges.

How has your business and business model reacted to the pandemic?

The pandemic has brought increasing customers to digital banking, including those previously resistant to it, and banks have been forced to adapt. Consumers are increasingly turning to new, digitally native banking and investment services from fintech competitors and high-street incumbents.

With such a large customer footprint and 68 global offices, Temenos has always worked collaboratively. Like many others, during the pandemic we were forced to adapt to working from home, but managed to deliver many projects for our clients completely remotely.

What are the prospects for wealth management in the future bearing in mind a new social and economic environment ahead?

With narrowing margins in retail, banks are focusing on wealth management in search of higher returns and business model diversification. It is a growing business that's attracting new Wealth Techs and neobanks, and is a renewed focus among tier 1 banks. The industry is also seeing a rapid change with a global generational transfer of wealth, the steady growth of high-net-worth individuals, new asset classes, and new regulations.

The pandemic period saw a sharp increase in interest related to ethical investment, concern for the environment and a focus on corporate governance. We have recently launched our ESG Investing-as-a-Service offering which aims to help banks and wealth managers meet the growing demand for sustainable investing.

What do you hope will be the result of receiving this accolade?

Onboarding for wealth is challenging and at a time when so much focus is being placed on digitalisation and client experience, it's a vital part of the digital wealth puzzle. We hope that this award will present us with the opportunity to showcase this solution to other potential customers who may also wish to reap the benefits we are confident it can bring to their organisations. ■

Focus & Experience

For more than 40 years, leading financial institutions, professional advisors, asset managers, family offices and international businesses have turned to us for the provision of independent corporate, trust and fund administration services. Clients rely on our worldwide presence, local knowledge and our commitment to responsiveness, reliability, attention to detail and personal service.

Our multiple award-winning team in Singapore now numbers over 80 staff and has built a reputation for technical excellence and delivering the highest quality of client service.

Contact us to discover how our global reach, experienced professional personnel, tailored services and on-the-ground presence in Asia can make a difference to you and your clients.

Contact:

Sean Coughlan

Managing Director, Singapore

scoughlan@tridenttrust.com

+65 6653 1800

TRIDENTTRUST.COM

INDEPENDENCE AT THE CORE OF TRIDENT TRUST SINGAPORE

Sean Coughlan, Managing Director, **Trident Trust** Singapore, talks to *WealthBriefingAsia* about his firm's awards success.

Trident Trust opened its Singapore office in 2010. Now numbering over 80 staff, the Singapore team has been named Best Independent Trust or Fiduciary Company in South-East Asia by *WealthBriefingAsia* a total of eight times. The team provides a full range of trust, corporate and fund administration services. Trident Trust is a leading global corporate, fiduciary and fund administrator, employing over 900 staff in more than 20 jurisdictions and across a footprint that spans Africa, the Americas, Asia, the Caribbean, Europe and the Middle East.

What sets you apart from the peers this year and why?

We believe that independence is a core feature of our long-term success. As one of the very few privately held global businesses in our sector here in Singapore, we are fully independent and debt free. This is very important as we are not under the same financial pressures as other competitors may be. We are uniquely positioned to offer our clients a stable and personal relationship that will not be compromised by conflicts of interest, short-term transactional and financial priorities or changes in ownership.

How have your colleagues contributed towards the success of your organisation?

The quality of our team is the foundation of everything we do. We have a deeply committed, hard-working and talented multi-lingual team who deliver dedicated and personal service, which is recognised in testimonials we receive from our clients.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

We will continue to hire talent that has the right mindset and attitude, and who can identify themselves with our core values of reliability, responsiveness, attention to detail and personal service. As we continue to grow, we will ensure that we have all the right people sitting in all the right seats, from business development and



Sean Coughlan
Managing Director, Trident Trust

onboarding to relationship management and administration. Our front office teams are supported by experts in the areas of accounting, compliance, operations and FATCA/CRS, and we continue to perform all our services in-house.

Have your differentiators become more important to your business?

Yes, a big differentiator is that we remain privately owned, as we have been for the past 44 years. We have been successful in building long-term and stable relationships, and we have a deep-rooted commitment to our staff, clients and business partners. We feel that our international footprint and wide offering across multiple jurisdictions give us an advantage on competitors and are highly valued by our clients and partners.

Has morale amongst our colleagues held up well during the pandemic? What have you done to bolster their spirits?

Everyone has put in additional and conscious effort to stay connected to their colleagues through very regular team calls. Our team leaders played an important role in keeping staff motivated through such a long period of working from home. We also organised regular townhall sessions for all staff to keep everyone informed about how the business was doing, new

"THIS RECOGNITION WILL SURELY HELP FURTHER INCREASE OUR BRAND AWARENESS WITHIN THE REGION, AND KNOWLEDGE OF OUR CORE SERVICE OFFERINGS OF TRUST, CORPORATE AND FUND SERVICES."

developments and initiatives. We have invested in new office space in Singapore, which was designed around our staff.

Whom do you look for inspiration and ideas?

We maintain an active exchange with other group offices and other professionals in Singapore and internationally, such as law firms, accounting firms, tax advisors and family offices as well as regular exchange of knowledge and practical experience with other key players in the financial services industry.

What do you hope will be the result of receiving this accolade?

This recognition will surely help further increase our brand awareness within the region, and knowledge of our core service offerings of trust, corporate and fund services. This award is also a recognition of the quality of our service and reflects the strength of our business and Trident Trust Group as a whole. To have won this award again energises, encourages, and motivates us to do even better, and to keep providing the best service possible to our business partners and clients! ■

Am I ready for a constantly changing world?

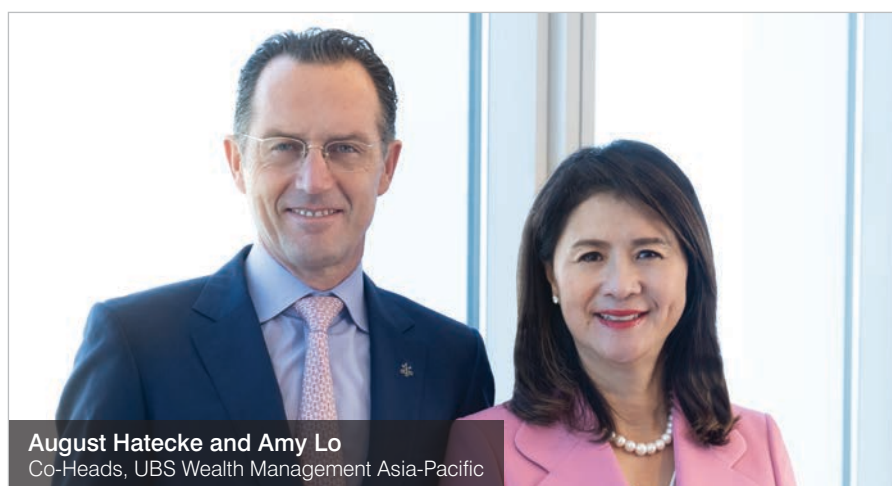
Does my strategy embrace it?
And my portfolio reflect it?



**For some of life's questions, you're not alone.
Together we can find an answer.**

GIVING CLIENTS POWER TO MAKE BETTER DECISIONS WITH UBS

Amy Lo and August Hatecke, Co-Heads at **UBS Wealth Management** Asia-Pacific, talk to Tom Burroughes, Group Editor, about the firm's accomplishments.



August Hatecke and Amy Lo
Co-Heads, UBS Wealth Management Asia-Pacific

What sets you apart from your peers this year and why?

Amy: Empowering clients to make better decisions is the essence of what we do, and the way we deliver it is what differentiates us from our peers. Hyper-personalization is key in offerings to private clients today, so we innovate to enhance client experience to meet their evolving needs. We re-imagine customer service by delivering a client experience that is as personal as our clients' needs and ensuring what our clients get are relevant to them and on-time so that they can act on opportunities anytime and anywhere. This makes interacting with us simple, seamless and intuitive.

One of our major innovations last year was UBS [My Way]. This new discretionary mandate offering gives clients access to over 50 innovative building blocks to create a portfolio customised to their own preferences. They can pick what is relevant and what matters to them, while our in-house experts take care of the day-to-day portfolio management. In less than a year since launching in the region, UBS [My Way] accumulated over \$2 billion in regional invested assets (as of 2021). On the back of rising client interest in sustainable investing (SI), we recently increased the number of SI building blocks from 8 to 17, and launched new building blocks such as low carbon transition and Green, social and sustainable bonds.

We have also heard from clients that sometimes they find themselves having

too much information, too much data, and responded by launching Direct Investment Insights (DII) early last year. This mobile app empowers investors with timely, relevant and actionable investment insights. Asia is the first region in the world to launch this innovative offering. This is not about just providing them research, CIO views, but linking investment content to eTrading capability. With just one click away, they get relevant content with actionable trading cases – a pioneer in the industry where we link insights with execution”.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

August: In business and in this industry, we must always be prepared. The key is to always stay ahead of the game – that means to understand markets well and what this means for our clients.

For example, the needs and concerns of our family office clients are constantly changing, particularly after the pandemic. We are evolving at the same time, to help them achieve their life goals. Hence last year, we revamped our offerings and set up two units to serve our clients more efficiently and seamlessly. The first is the Family Office Competence Centre in Singapore which advises clients on how to design and implement optimal family office structures. And the other is the UHNW & Family Office Solutions Group in Hong Kong which is a one-stop shop offer-

ing tailored solutions to address wealth preservation and wealth creation needs holistically.

Another example is our recent launch of UBS Circle One, a new digital platform that brings the best of UBS' global ecosystem to clients. This leading-edge innovation connects clients to experts, thought leaders and actionable ideas. With this innovation, UBS will deliver its award-winning CIO thought leadership in an engaging and convenient way. UBS Circle One will bring clients new daily content based on latest UBS CIO House Views made digestible through short videos, podcasts and interactive live webinars on a daily and weekly basis, complementing traditional investment reports and physical events. Clients will also be offered timely actionable ideas and investment opportunities at their fingertips, where they can then choose to invest or trade through our mobile banking app. And in the next phase, it will provide an ideal space for investors to connect, discover new insights and exchange ideas on a global scale. ■





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 **TEAMWORK**

A COMPLETE WEALTH, ASSET MANAGEMENT SOLUTION FROM WIZE BY TEAMWORK

Pierre Dupont, Managing Partner and Head of Business Development of **WIZE by TeamWork**, talks to *WealthBriefingAsia* Group Editor **Tom Burroughes**.

What sets you apart from your peers this year and why?

WIZE by TeamWork, the all-in-one wealth and asset management solution, is one of the fastest growing WealthTech companies in Switzerland dedicated to external asset managers, family offices, private banks, fund managers, pension funds and securities traders.

Part of the TeamWork Group, a 950+ employees Swiss company founded in 1999 and fully owned by its top management, we offer a unique 100 per cent web-integrated SaaS secured Cloud or on-premises platform including:

- Portfolio Management System with model portfolios & rebalancing/hedging capabilities; Private Equity module; risk & performance management (MWR/TWR, contribution/attribution);
- Order Management System including FIX connectivity;
- CRM System with KYC and documents lifecycle management;
- Compliance System with AML; MiFID II and LSFIn/FIDLEG/FinSA pre-trade checking; risk profiling & monitoring; full audit trail;
- Reporting System with white labeled customised multi-assets consolidated reports;
- Invoicing System including automatic fees calculation and controlling; profitability measurement;
- Multi-custodian connectivity: 180+ automatic feeds; API connectivity; and
- e-banking / Mobile App.

In Geneva, Zurich, Singapore, Luxembourg, London, Beirut and Montreal, our team of 35 professionals aims at delivering best in class support and back-office Business Process Outsourcing (BPO) services thanks to our extensive banking operations expertise gained by most of us in different banks and/or family offices.

Trusted by over 92 clients representing 45+ billion AuM and more than 3,000

users in 18 different countries, we allow clients to focus on their business while taking advantage of the platform's power and scalability for an attractive all-in-one monthly fee.

Our focus: intuitive user experience, rich & performing functionalities, easy & transparent pricing.

We therefore think all these elements set us apart from our peers and make us an outstanding 11 year-old fintech.

How have your colleagues contributed towards the success of your organisation?

WIZE by TeamWork is first of all a fantastic success story based on people.

WIZE is born out of the meeting in 2010 between Philippe Rey-Gorrez – the founder of the TeamWork Group – and Cédric Baiker, an expert in IT banking solutions who had driven the development of the swiss "Newbanking" core banking package from 1996 to 2010.

Realising that the market solutions dedicated to private banking and external asset managers (EAM) were abnormally expensive, not sufficiently functional, and mainly based on legacy technologies, it was clear that in a context of increasing regulation and financial transparency, there would be a growing need for the EAM community to rely on more sophisticated, functional and secure solutions that would enable them to respond efficiently to their business challenges and constraints.

Cedric had spotted a gap and a really growing need for EAMs and Philippe decided to invest in this team of 4 since he believed in them.

The development therefore started in 2010 from a white sheet with the latest available technologies and with absolutely no legacy. After two years and a huge investment in R&D, the first customer was signed in 2012. Since then, the WIZE by TeamWork team continuously grew to a team of 35 today and continued to be ahead of market trends, evolving constantly. ■



Pierre Dupont
Managing Partner and Head of Business Development, WIZE by TeamWork

"OUR FOCUS: INTUITIVE USER EXPERIENCE, RICH & PERFORMING FUNCTIONALITIES, EASY & TRANSPARENT PRICING. WE THEREFORE THINK ALL THESE ELEMENTS SET US APART FROM OUR PEERS AND MAKE US AN OUTSTANDING 11 YEAR-OLD FINTECH."



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Showcasing The Best in the Industry

Independence,
integrity and
genuine insight
are the
watchwords
of the judging
process



2022/2023 Announcements Schedule

OCTOBER 2022

WealthBriefingAsia EAM Awards

NOVEMBER 2022

WealthBriefing MENA Awards

DECEMBER 2022

WealthBriefing Channel Islands Awards

FEBRUARY 2023

WealthBriefing Swiss Awards

MARCH 2023

WealthBriefing Swiss EAM Awards
WealthBriefing European Awards

APRIL 2023

WealthBriefingAsia Greater China Awards

MAY 2023

Family Wealth Report Awards

JUNE 2023

WealthBriefingAsia Awards
WealthBriefing Wealth For Good Awards
WealthBriefing WealthTech Americas Awards

OCTOBER 2023

WealthBriefingAsia EAM Awards

 **WealthBriefingAsia EAM**
AWARDS 2022

 **WealthBriefingAsia GREATER CHINA**
AWARDS 2023

 **WealthBriefing MENA**
AWARDS 2022

 **FAMILY WEALTHREPORT 10th ANNUAL**
AWARDS 2023

 **WealthBriefing CHANNEL ISLANDS**
AWARDS 2022

 **WealthBriefingAsia**
AWARDS 2023

 **WealthBriefing SWISS**
AWARDS 2023

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TEAM COMMITMENT AND TECHNICAL EXPERTISE AT THE FORE

Clifford Ng, Partner at **Zhong Lun Law Firm LLP**, talks to Tom Burroughes, *WealthBriefingAsia* Group Editor, about its success in the awards.

How have your colleagues contributed towards the success of your organisation?

My colleagues are the absolute core of our success. Our clients are families and what we do can have profound implications on their lives and legacies. We recognise this and aim to provide the highest level and most comprehensive professional service possible to achieve our clients' objectives. It takes the commitment and dedication of all members of our team at all levels all the time to do that. It is hard but fulfilling work.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

Our practice involves technical knowledge across a broad spectrum of practices and jurisdictions and how we translate that into action for and by the client.

The technical part of the practice may be the "science". Staying on top of that requires staying involved in leading edge work in all fields.

How we put the technical knowledge into action is the "art". It needs an appreciation of the client's situation and what is said and, very often, not said by the clients and in their families' conversations. It needs a lot of empathy and care balanced with a critical and objective eye.

What have been the challenges you have had to overcome to reach such a standard?

Our biggest challenge to reach and maintain the highest standard is finding the right people to work with. We get to work with many professionals in different disciplines and jurisdictions. We see how we can do better and constantly draw

lessons for us. Finding the right people who share that dedication and passion can be challenging.

How has your business and business model reacted to the pandemic? Have you introduced new working practices that will endure?

The past few years have been a massive stress test for the world: pandemic, trade, tech, financial, cold and hot wars, persistent supply chain problems, big return of inflation, market crashes, travel bans, sanctions, labour shortages.

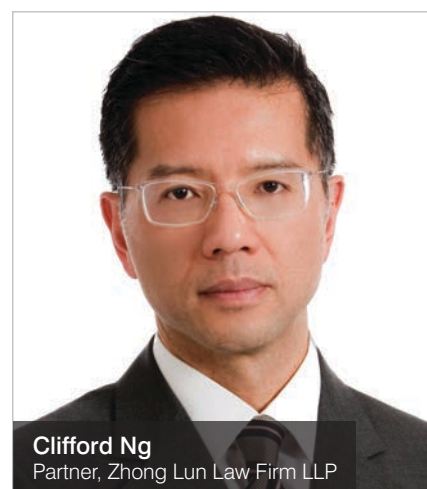
This has made our clients refocus and re-prioritise their lives and businesses. The adoption of some technology like virtual meetings and digital signatures accelerated to meet these changes. We have adapted how we interact with clients accordingly. We are all more directly in touch with clients through a multitude of channels and have to react in real time to events. Those changes are here to stay in some form.

What lessons have been learnt that can be carried forward?

I am going to be more global in my answer here. Everyone from the supermarket shopper hoarding toilet paper to superpowers hoarding vaccines and PPE, we have tackled these global issues in our own groups - tribes, if you like. This has been a giant "Squid Game". We need to learn to work together more.

Have your differentiators become more important to your business? Are they still relevant?

Despite these challenges, we have been successful because our differentiators - our service quality and technical capabilities have become more apparent to clients. That has made us even more focused on improving what we do and how we do it. ■



Clifford Ng
Partner, Zhong Lun Law Firm LLP

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The company has over 900 clients in more than 65 countries with a team of over 2,000 employees across offices in 9 countries globally. Azentio Software Private Limited is wholly owned by funds advised by Apax Partners.

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THE WEALTHBRIEFINGASIA AWARDS WINNERS 2022

WINNERS: LEADERSHIP CATEGORIES

WOMEN IN WEALTH MANAGEMENT (PAN-ASIA)



THOUGHT LEADERSHIP - INDIVIDUAL/COMPANY (PAN-ASIA)



LEADING INDIVIDUAL - ADVISOR (PAN-ASIA)

Clifford NG



WEALTH MANAGEMENT RISING STAR UNDER 40 (PAN-ASIA)

Suzanne Johnston



OUTSTANDING CONTRIBUTION TO WEALTH MANAGEMENT - INDIVIDUAL (PAN-ASIA)

Kevin Lee



WINNERS: GENERAL WEALTHTECH CATEGORIES

INNOVATIVE CLIENT SOLUTION (AUSTRALASIA)



INNOVATIVE CLIENT SOLUTION (INDIA)



WINNER: WEALTH MANAGEMENT TECH CATEGORY

INNOVATIVE CLIENT SOLUTION



WINNER: REGTECH CATEGORY

INNOVATIVE COMPLIANCE/REGTECH PRODUCT (INDIA)

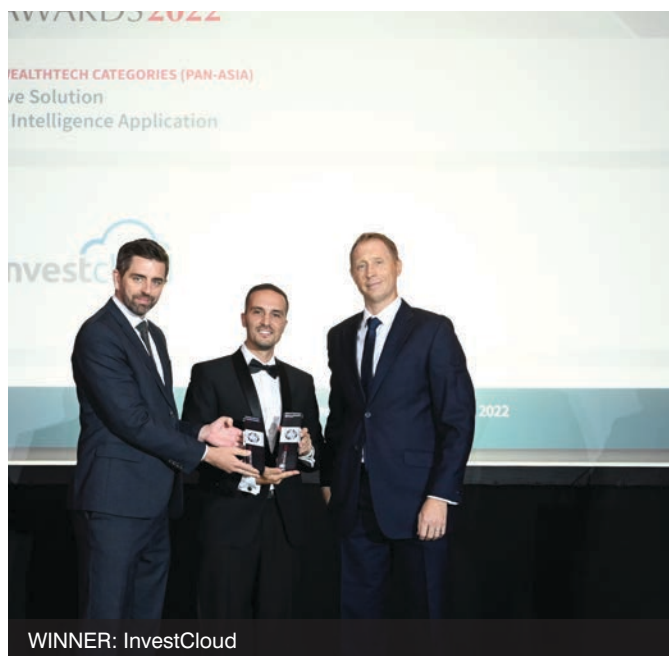




WINNER: Expersoft Systems AG



WINNER: FactSet



WINNER: InvestCloud



WINNER: Lynceus Partners



WINNER: NICE Actimize



WINNER: Refinitiv

WINNERS: GENERAL WEALTH TECH CATEGORIES

OVERALL ASIA WEALTHTECH PROVIDER (PAN-ASIA)

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An LSEG Business



STRUCTURED PRODUCTS SOLUTION (PAN-ASIA)

LYNCEUS
PARTNERS



ONBOARDING PRODUCT (PAN-ASIA)

temenos



SUITABILITY (PAN-ASIA)

NICE · ACTIMIZE



CRM PROVIDER (PAN-ASIA)

SS&C | ADVENT®



FRONT OFFICE (PAN-ASIA)

avalog



TRANSACTION PROCESSING (PAN-ASIA)

EXPERTSOFT
Software Solutions for
Wealth & Asset Management



DATA PROVIDER (PAN-ASIA)

REFINITIV®
An LSEG Business



PORTFOLIO MANAGEMENT (PAN-ASIA)

WIZE
BY TJW



CLIENT REPORTING (PAN-ASIA)

FACTSET



INVESTMENT PLATFORM (PAN-ASIA)

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CORE BANKING SOFTWARE - PAN-ASIA

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- Digital Retirement Solution
- Self-directed Investing
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WINNERS: GENERAL WEALTH TECH CATEGORIES (continued...)

ROBO PRODUCT OR PLATFORM (PAN-ASIA)



ARTIFICIAL INTELLIGENCE APPLICATION (PAN-ASIA)



EAM PLATFORM (PAN-ASIA)



CLIENT COMMUNICATION SOLUTION OR TOOL (PAN-ASIA)



WINNERS: PRIVATE CLIENT CATEGORIES

LEGAL TEAM (SOUTH-EAST ASIA)

RAJAH & TANN ASIA



LEGAL TEAM (GREATER CHINA REGION)



TAX TEAM (SOUTH-EAST ASIA)



TAX TEAM (GREATER CHINA REGION)



INDEPENDENT TRUST OR FIDUCIARY COMPANY (SOUTH-EAST ASIA)



INDEPENDENT TRUST OR FIDUCIARY COMPANY (GREATER CHINA REGION)



ESTATE PLANNING (SOUTH-EAST ASIA)



ESTATE PLANNING (GREATER CHINA REGION)





WINNERS: PRIVATE BANKING CATEGORIES

BEST OVERALL PAN-ASIA PRIVATE BANK

INVESTMENT MANAGEMENT PLATFORM
(SOUTH-EAST ASIA)

BEST SOUTH-EAST ASIA PRIVATE BANK

DISCRETIONARY PORTFOLIO MANAGEMENT
PROVIDER (SOUTH-EAST ASIA)

UHNW TEAM (SOUTH-EAST ASIA)



BNP PARIBAS
WEALTH MANAGEMENT

CUSTOMER FACING DIGITAL CAPABILITIES
(SOUTH-EAST ASIA)

HSBC
Global Private Banking



PURE PLAY (SOUTH-EAST ASIA)



INNOVATIVE CLIENT SOLUTION (SOUTH-EAST ASIA)



BOUTIQUE PRIVATE BANK (SOUTH-EAST ASIA)



LOMBARD ODIER
LOMBARD ODIER DARIER HENTSCH



WEALTH PLANNING SOLUTION (SINGAPORE)



LOMBARD ODIER
LOMBARD ODIER DARIER HENTSCH



CLIENT SERVICE (SOUTH-EAST ASIA)



BNP PARIBAS
WEALTH MANAGEMENT



DOMESTIC BANK OR WEALTH MANAGER (INDIA)



IIFL WEALTH





WINNERS: INVESTMENT MANAGEMENT CATEGORIES

INDEPENDENT WEALTH MANAGER
(SOUTH-EAST ASIA)

Schroders
Wealth Management



FUND MANAGER (GREATER CHINA REGION)

ASSET MANAGEMENT FIRM SERVING FAMILY
OFFICES & PRIVATE BANKS (SOUTH-EAST ASIA)ALTERNATIVE INVESTMENT MANAGER
(GREATER CHINA REGION)ALTERNATIVE INVESTMENT MANAGER
(SOUTH-EAST ASIA)

FX SOLUTION PROVIDER (GREATER CHINA REGION)



FX SOLUTION PROVIDER (SOUTH-EAST ASIA)



WINNERS: INDIVIDUAL & LEADERSHIP WEALTHTECH CATEGORIES

REGIONAL MANAGEMENT TEAM/CEO (PAN-ASIA)

CONTEMI



WOMEN IN WEALTHTECH (PAN-ASIA)



WINNERS: SPECIALIST WEALTH MANAGEMENT CATEGORIES

INSURANCE PLATFORM FOR THE WEALTH MANAGEMENT SECTOR (SOUTH-EAST ASIA)

**GLOBALEYE**

FAMILY WEALTH ADVISORY OFFERING (SOUTH-EAST ASIA)



CORPORATE SOCIAL RESPONSIBILITY (SOUTH-EAST ASIA)

**INDOSUEZ**
WEALTH MANAGEMENT

REGIONAL PARTNERSHIP (SOUTH-EAST ASIA)

**LOMBARD ODIER**
LOMBARD ODIER DARIER HENTSCH

INTERNATIONAL FINANCE CENTRE (SOUTH-EAST ASIA)

**Jersey Finance**
Delivering Insight • Driving Innovation

OVERALL ESG OFFERING (SOUTH-EAST ASIA)

**LOMBARD ODIER**
LOMBARD ODIER DARIER HENTSCH

REAL ESTATE ADVICE (SOUTH-EAST ASIA)

withersworldwide

OVERALL SUSTAINABILITY OFFERING (SOUTH-EAST ASIA)



PHILANTHROPY OFFERING/INITIATIVE OF THE YEAR (SOUTH-EAST ASIA)



OVERALL IMPACT INVESTING OFFERING (SOUTH-EAST ASIA)

**BNP PARIBAS**
WEALTH MANAGEMENT

MOST PROMISING NEW ENTRANT (SOUTH-EAST ASIA)

**Legacy
Wealth
Advisors**

OVERALL DIVERSITY & INCLUSION OFFERING (SOUTH-EAST ASIA)

**INDOSUEZ**
WEALTH MANAGEMENT

FAMILY GOVERNANCE SERVICES (SOUTH-EAST ASIA)

**LOMBARD ODIER**
LOMBARD ODIER DARIER HENTSCH

DIGITAL ASSETS OFFERING OR SERVICE (SOUTH-EAST ASIA)



SPECIALIST WEALTH MANAGEMENT CATEGORIES (SOUTH-EAST ASIA)
Digital Assets Offering



WINNER: Apollo Capital Management

SPECIALIST WEALTH MANAGEMENT CATEGORIES (SOUTH-EAST ASIA)
Most Promising New Entrant



WINNER: Legacy Wealth Advisors

SPECIALIST WEALTH MANAGEMENT CATEGORIES (SOUTH-EAST ASIA)
Innovation Platform for the Wealth Management Sector



WINNER: Globaleye

SPECIALIST WEALTH MANAGEMENT CATEGORIES (SOUTH-EAST ASIA)
Family Wealth Advisory Offering



WINNER: Maitri Asset Management



WINNER: UBS Global Wealth Management



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