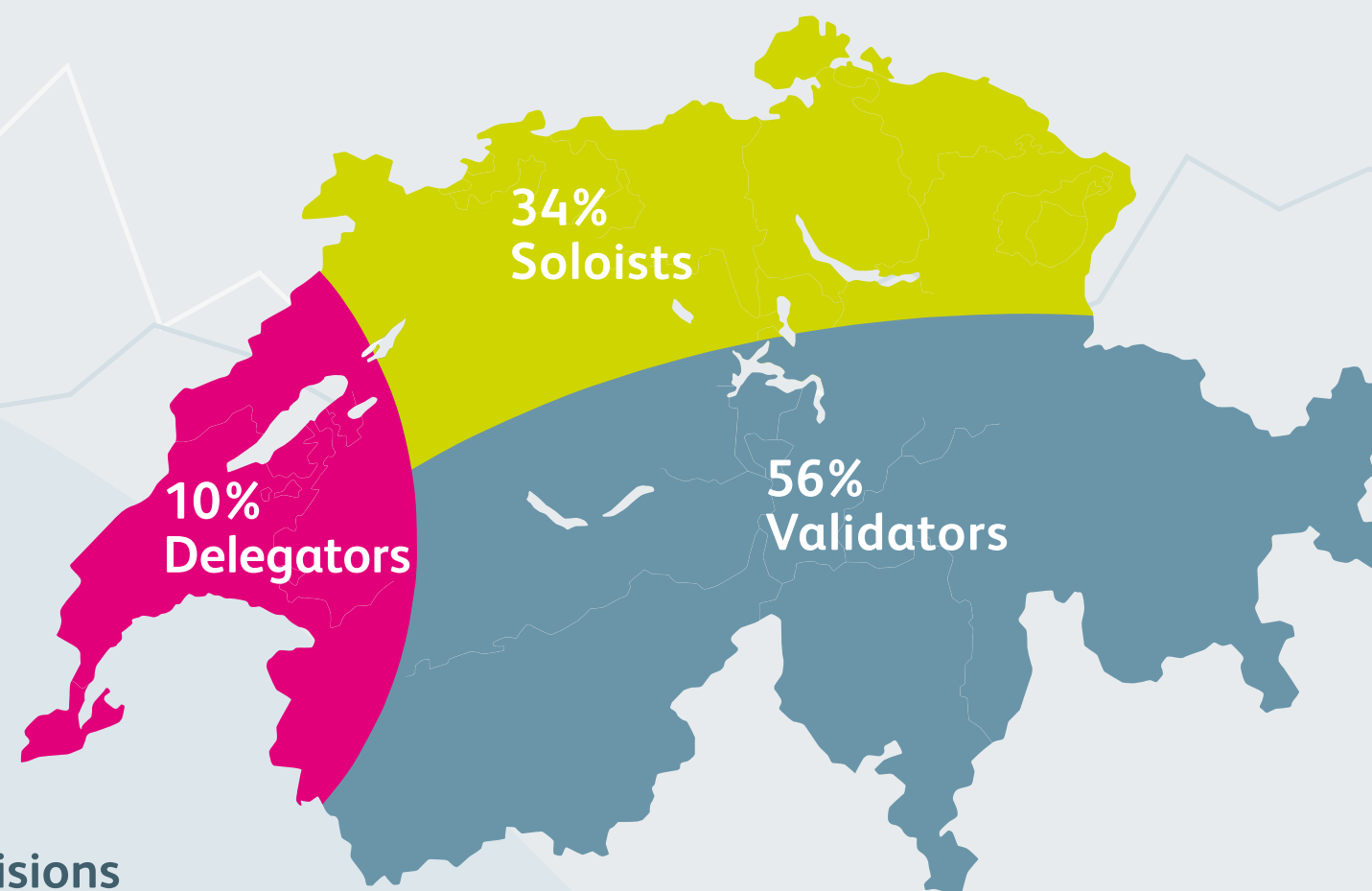


Types of investors in Switzerland

Soloists are the most likely to have their money managed through digital channels.



Soloists

Make investment decisions independently / with their partner

- Tend to be men
- Belong disproportionately to Generation X, Y and Z
- Live primarily in German-speaking Switzerland
- Primary motivation: wealth creation
- Place importance on value for money
- Like to invest their retirement provisions in securities



Delegators

Delegate investment decisions fully to client advisor

- Are disproportionately often female
- Are disproportionately often from the Generations Y and Z
- French-speaking Swiss have a particular affinity for this model
- Primary motivation: saving for retirement
- Price plays a secondary role



Validators

Form opinions and make decisions with help of partner and client advisor

- Are disproportionately often female
- Tend to come from the Babyboomer and Plus65 Generations
- People living in Ticino or German-speaking Switzerland have a particular affinity for this model
- Primary motivation: wealth creation
- Place importance on transparency, user-friendliness and simplicity

Lucerne University of Applied Sciences and Arts

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RAIFFEISEN

Vontobel

Information about the study

- Conducted from: May 20 to June 3, 2020
- Data collected by the LINK Institute
- Methodology: survey of over 1,200 Swiss citizens
- Analysis conducted by the Institute of Financial Services IFZ of the Lucerne University of Applied Sciences and Arts