

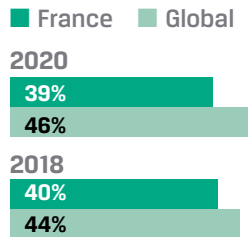
Earning Investors' Trust: Focus on France



Information Is Essential

Trust in the financial system is stable, although investors remain cautious.

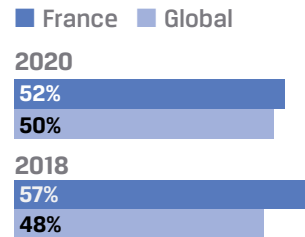
TRUST IN THE FINANCIAL SERVICES INDUSTRY



Innovation and Tech Enhance Trust

Trust in the industry is driven by technological innovation, as well as the human touch that advisers provide.

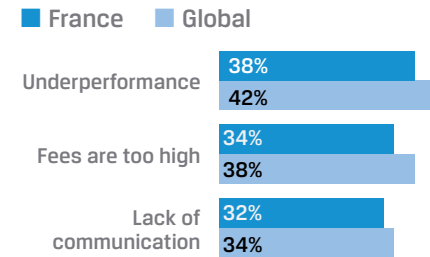
IMPORTANCE OF ACCESS TO TECH VS ADVISER



Investors Want Greater Influence and Control

Performance, personalization, and social impact are high priorities for investors.

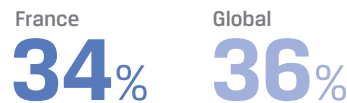
CONSIDERATIONS TO LEAVE AN ADVISER



CONFIDENCE IN RECEIVING STATE-SPONSORED PENSION BENEFITS



INVESTORS WOULD CONSIDER THE USE OF AI TO SELECT INVESTMENTS



HAVE INTEREST IN PERSONALIZED INVESTMENT PRODUCTS



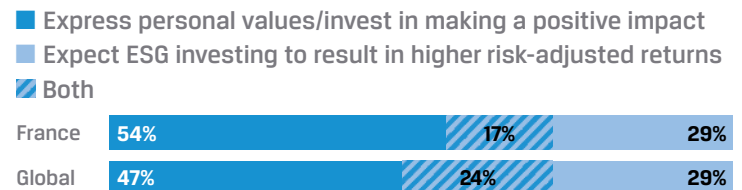
BELIEVE THEIR INVESTMENT FIRMS ARE WELL PREPARED TO MANAGE THEIR PORTFOLIO THROUGH A CRISIS



TRUST INVESTMENT ADVICE FROM HUMANS OVER ROBO-ADVISERS

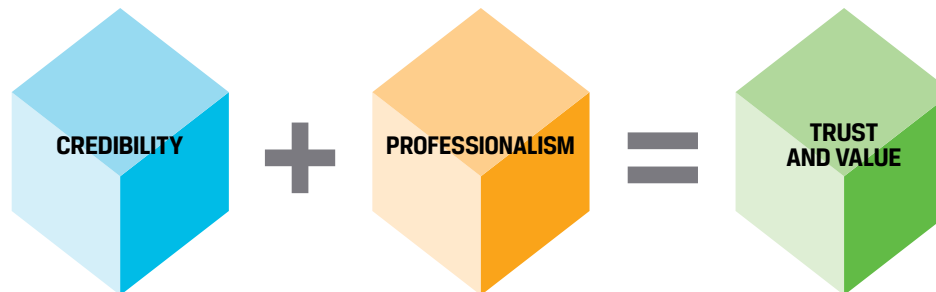


REASON TO INVEST IN ESG



Credibility and Professionalism

How Investment Professionals and Firms Can Take Action



When asked how they prefer to pay their advisers, 62% of French investors indicated a "Periodic Fixed Fee," followed by 25% who prefer a "Percentage of AUM."

CREDIBILITY

- 1 MAINTAIN STRONG BRAND IDENTITY AND FOLLOW THROUGH ON BRAND PROMISES

PREFERENCES WHEN HIRING AN INVESTMENT FIRM

■ People that can be counted on ■ A trusted brand

France



Global



- 2 EMPLOY PROFESSIONALS WITH CREDENTIALS FROM RESPECTED INDUSTRY ORGANIZATIONS

SATISFIED WITH THE LEVEL OF CREDENTIALING IN THE INDUSTRY



- 3 STAY FOCUSED ON BUILDING A LONG-TERM TRACK RECORD TO DEMONSTRATE COMPETENCE AND DELIVER VALUE

IMPORTANT THAT ADVISER GENERATES RETURNS SIMILAR TO OR BETTER THAN A TARGET BENCHMARK



- 4 ADOPT A CODE OF CONDUCT TO REINFORCE YOUR FIRM'S COMMITMENT TO ETHICS

TRUST ADVISER MORE IF THEY COMPLY WITH A VOLUNTARY CODE OF CONDUCT



PROFESSIONALISM

- 5 IMPROVE TRANSPARENCY AND CLARITY REGARDING FEES AND CONFLICTS OF INTEREST

LEVEL OF ADVISER TRANSPARENCY

■ Very Transparent ■ Transparent ■ Not transparent

Conflicts of Interest

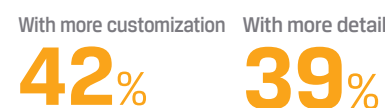


Fees



- 6 USE CLEAR LANGUAGE TO DEMONSTRATE THAT CLIENT INTERESTS COME FIRST

INVESTORS IN FRANCE WANT INVESTMENT REPORTS



- 7 SHOWCASE YOUR ONGOING PROFESSIONAL DEVELOPMENT TO IMPROVE INVESTMENT KNOWLEDGE

BELIEVE CONTINUING EDUCATION LEADS TO BETTER PORTFOLIO MANAGEMENT



- 8 DEMONSTRATE YOUR DEDICATION TO THE VALUES THAT CLIENTS HOLD DEAR

ADVISER ALWAYS PUTS CLIENTS' INTERESTS FIRST



ABOUT THE SURVEY

In 2019, CFA Institute and Greenwich Associates conducted a global survey of 3,525 retail investors and 921 institutional investors, including 200 retail investors and 76 institutional investors from France. Retail investors were 25 years or older with investible assets of at least US\$100,000. Institutional investors included individuals responsible for investment decisions with at least US\$50 million assets under management, from public and private pension funds, endowments and foundations, insurance companies, and sovereign wealth funds. **For more information, visit trust.cfainstitute.org**

