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# The Voice of the Mass Affluent

Are Banks heeding the call?

Kuala Lumpur, 20<sup>th</sup> May 2011

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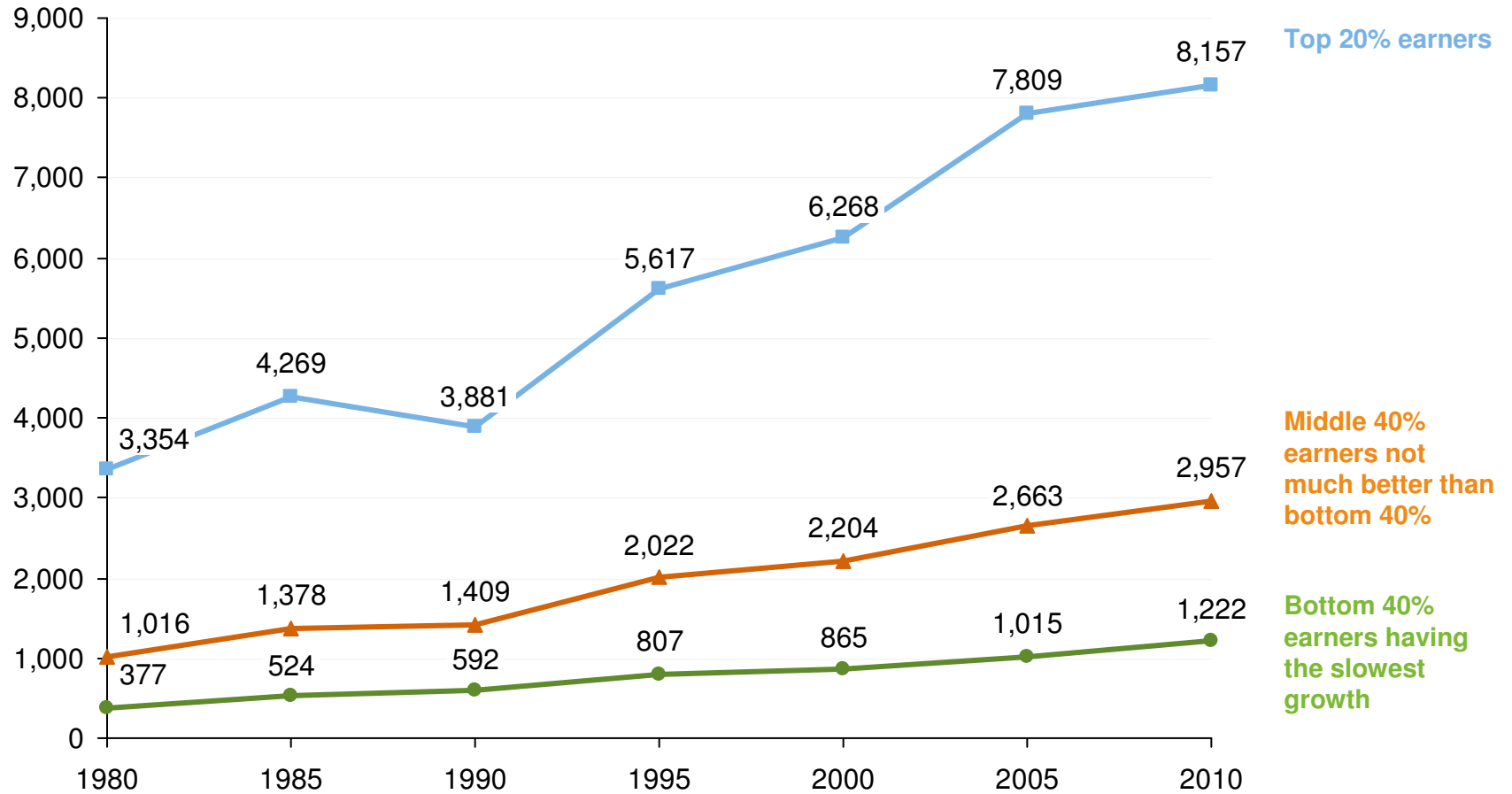
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# Questions for discussion

- Why should banks worry about the Mass Affluent segment?
- Who are they? What are their needs? Is the “average” Mass Affluent customer real?
- What are the emerging models to serve the Mass Affluent? How can Banks create a differentiated offer?

# Evolution of Household Income

Average Household Income



# Segmentation options

CLIENT EXAMPLE

Value – today and future

**A** Income-based segmentation

Levels of Income



**B** Asset-based (or Liability) segmentation

Investable assets: \$100k - 300k	Investable assets: \$300k - 1M
Mass Affluent	Affluent

**C** Lifecycle-based segmentation

Life-enjoying, young professionals
Family-minded professionals
Second-lifers 55+
Entrepreneurs

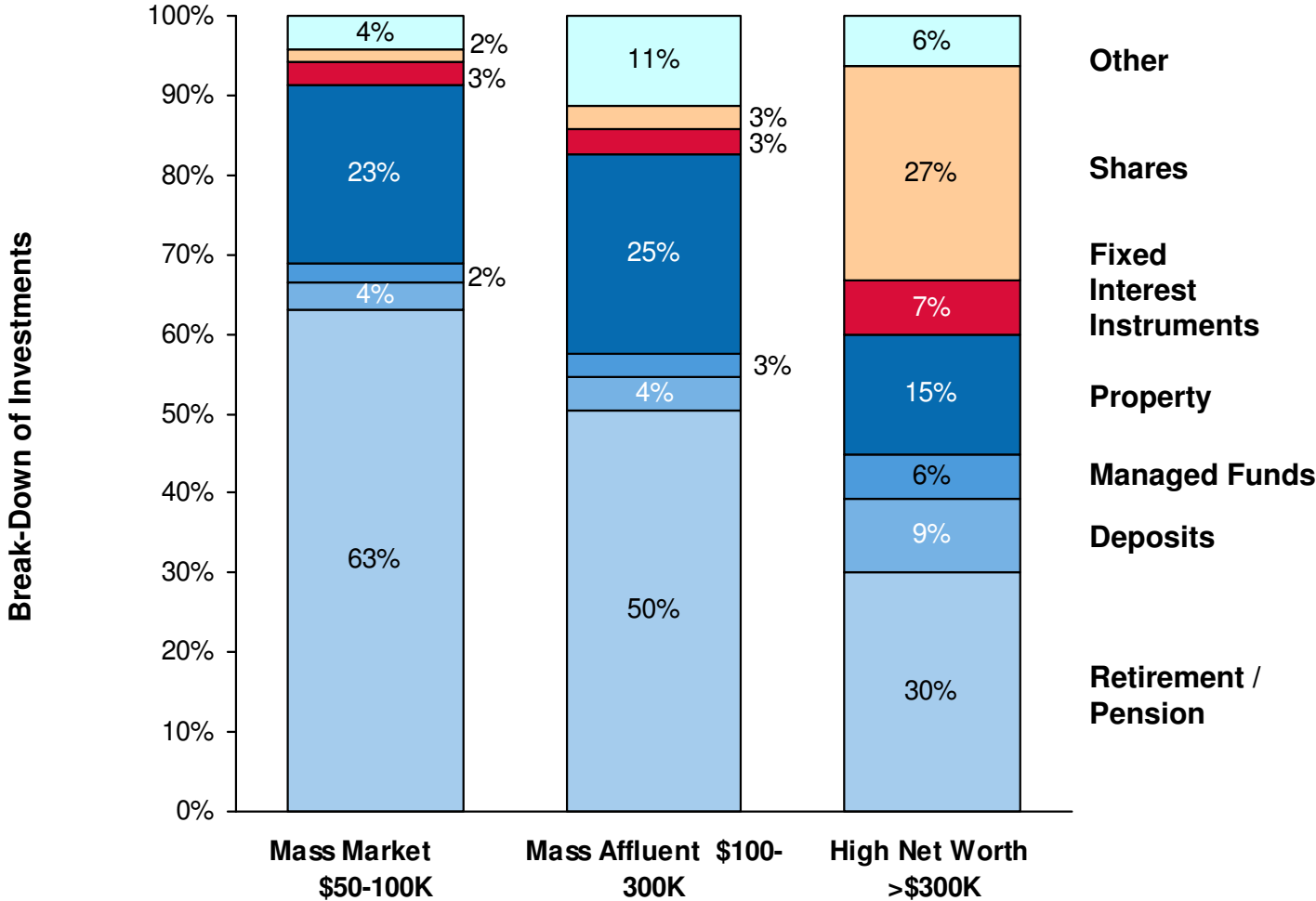
**D** Needs-based segmentation

Delegators
Participators
Selectors



Customer Value Proposition: Products, Advice Model, Pricing, Channels, Brand/Communications

# In developed markets, pension becomes critical



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## Most banks are developing offers

