

# Asia-Pacific's Wealthy Lead the World in Seeking to Drive Social Impact

Asia-Pacific Wealth Report 2014 from Capgemini and RBC Wealth Management

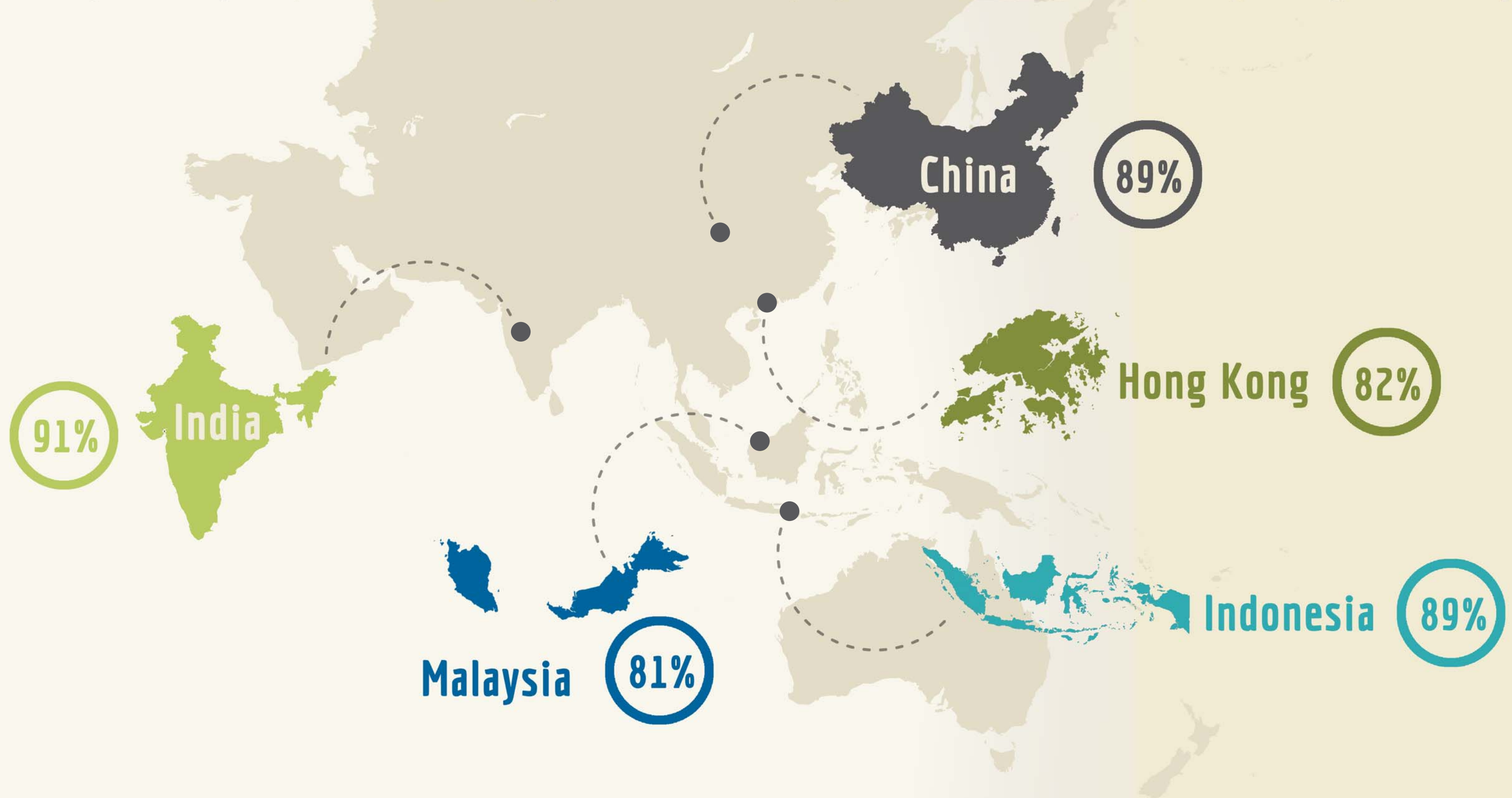
**Driving social impact is important to 97% of High Net Worth Individuals (HNWIs<sup>1</sup>) in Asia-Pacific (excl. Japan<sup>2</sup>) and very or extremely important to 81%. This compares with 59% of their counterparts in the rest of the world<sup>3</sup>.**



**16% important**

**81% very or extremely important**

Globally, India has the highest proportion of HNWIs who view driving social impact as either extremely or very important (91%), followed closely by China, Indonesia, Hong Kong and Malaysia



## The Top Three Drivers for Social Impact Among HNWIs from Asia-Pacific (excl. Japan)

1.



**responsibility to give back (23%)**

2.



**personal or family values (20%)**

3.



**desire to instill social values in their children (16%)**

## Top social impact priorities for Asia-Pacific (excl. Japan)



**food security (40%)**



**health (39%)**



**education (37%)**

## Top five ways HNWIs seek to make a social impact:



1. Making **investment choices** with a clearly-defined social impact objective



2. **Social impact-oriented** business decisions



3. **Volunteering** knowledge and expertise



4. Giving on an ongoing basis to **charities**



5. More general **community involvement**

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For more information, e-mail: [wealth@capgemini.com](mailto:wealth@capgemini.com)

1. HNWIs are defined as those having investable assets of US\$1 million or more excluding primary residence, collectibles, consumables and consumer durables

2. We have broken out Japan from the Asia-Pacific analysis as investor behavior has typically been different from that of the more emerging markets within Asia-Pacific.

3. Rest of World refers to all countries covered in the Capgemini, RBC Wealth Management and Scorpio Partnership Global HNW Insights Survey 2014 except those in Asia-Pacific  
Source: Asia-Pacific Wealth Report 2014, Capgemini and RBC Wealth Management; Capgemini, RBC Wealth Management and Scorpio Partnership Global HNW Insights Survey 2014