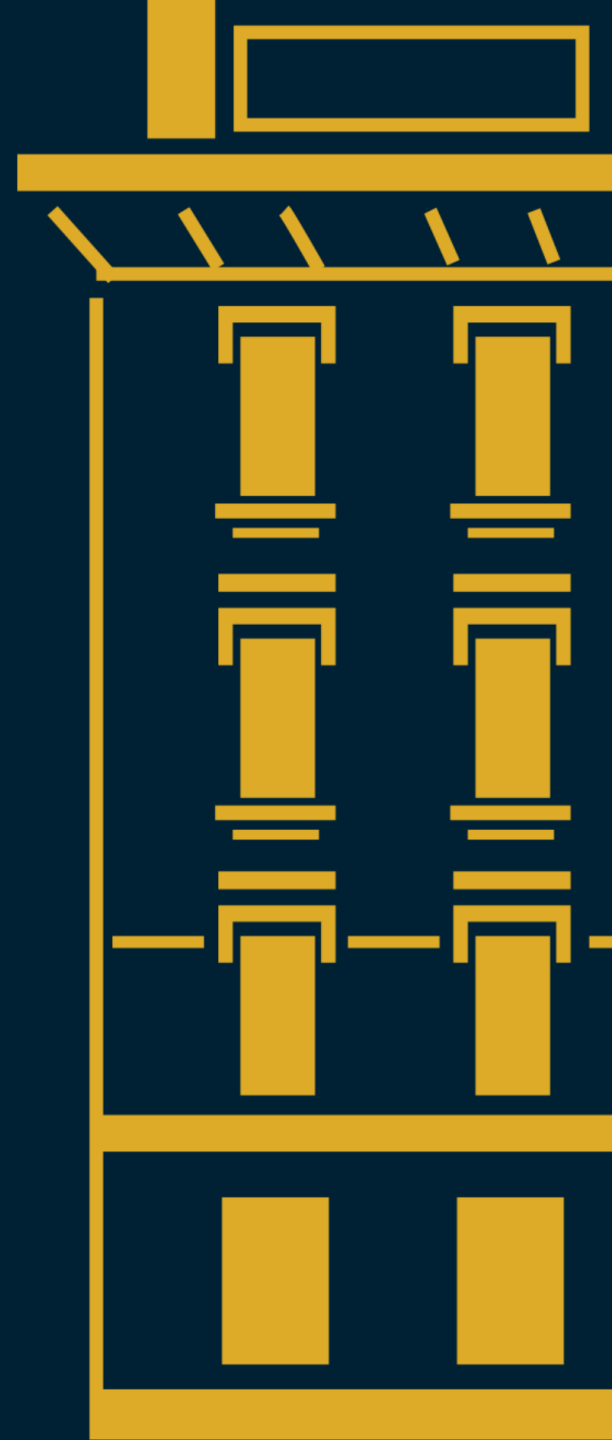


La longevity nella visione del Private Banking

Andrea **RAGAINI**
Presidente AIPB

Milano, 28 maggio 2024



La longevità è una conquista! Ma richiede nuove riflessioni sulla pianificazione patrimoniale di lungo periodo...

Nuova percezione del ciclo di vita

69

Età fino a cui
ci si può
considerare
ATTIVI



76

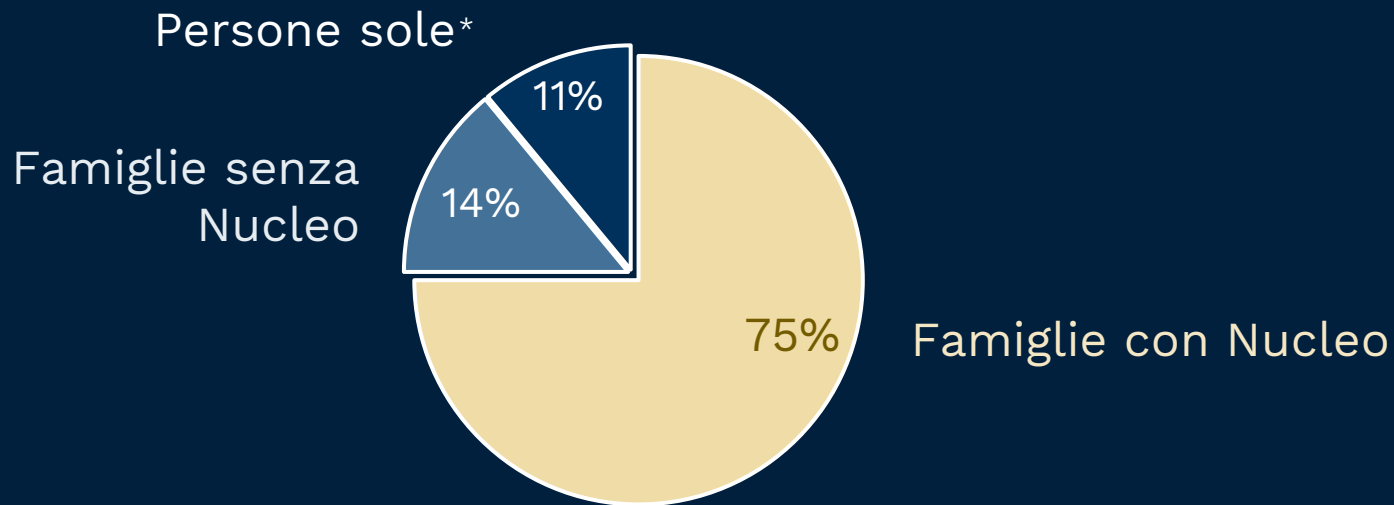
Età in cui
ci si può
considerare
ANZIANI

91

Aspettativa
di **VITA**
a 84 anni

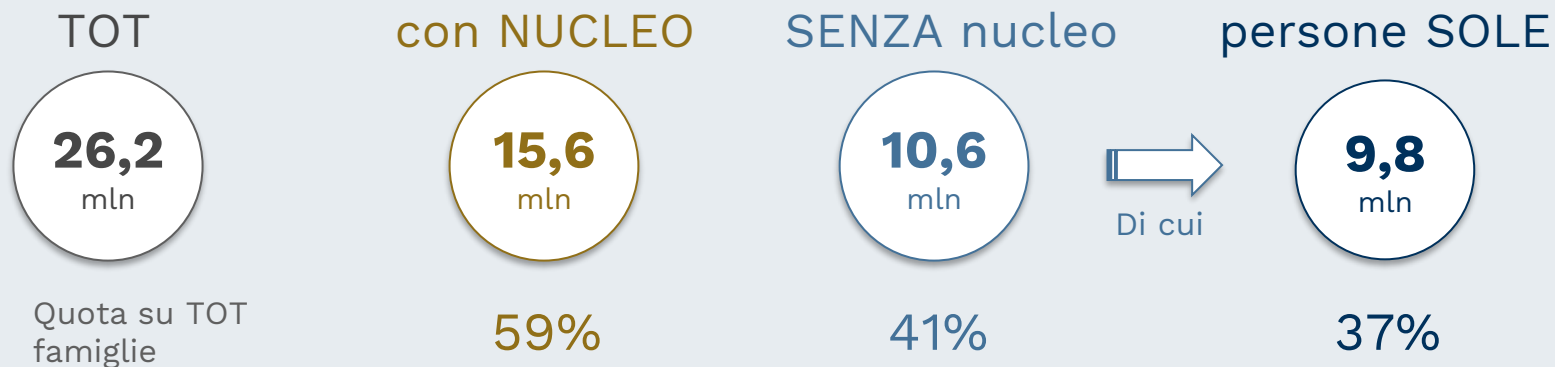
...si allunga la fase di **«decumulo»**
>25 anni

Famiglie Private Banking oggi



* Celibe/Nubile, Vedovo/a, Separato/a e Divorziato/a senza figli

Famiglie Italia E2042



Le persone pensano al futuro, ma solo poche si attivano per trovare soluzioni

Rapporto
prima rata
PENSIONE e
ultima
RETRIBUZIONE

100%



59%

(2040)

L'81%

dei clienti
Private
**pensa
spesso
al futuro,**
anche
guardando
avanti
nei decenni

A cosa pensano...

Salute e cura della persona

61

Garantirmi **entrate** per mantenere stile di vita

60

Assistenza in caso di non autosufficienza

44

Progetti della famiglia

41

Smettere di lavorare per **godermi il tempo**

39

Nuove sfide professionali imprenditoriali

35

Gestire **esigenze abitative**

20

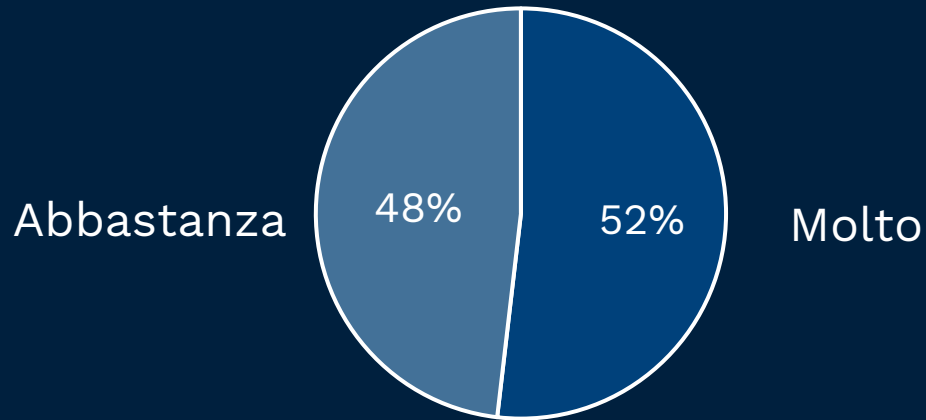
Famiglie
Private che
si sono
**attivate e
con
soluzioni**
per la
gestione
finanziaria e
non di lungo
periodo

20%

La longevity nella visione del PB: strategica per fidelizzare tutte le generazioni di clienti

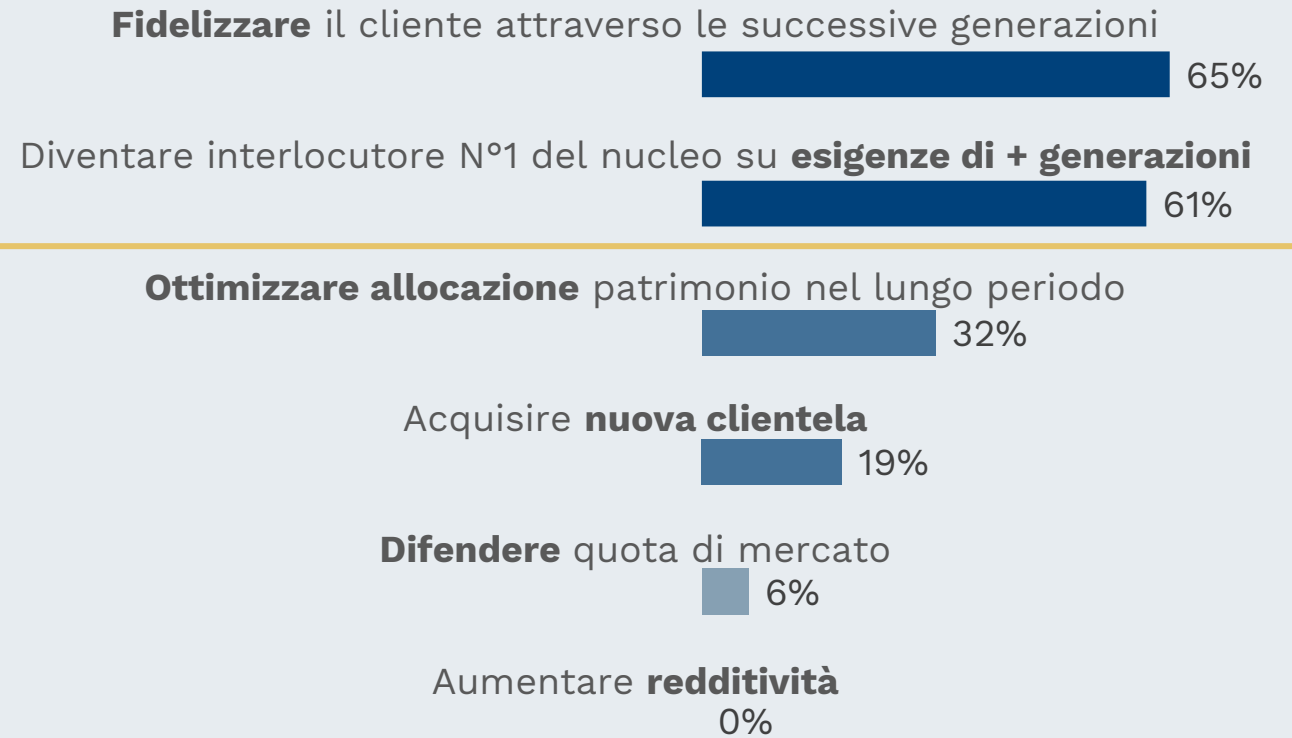
Nella visione strategica del suo Istituto, **quanto è IMPORTANTE il tema della longevity**, considerando gli impatti che può avere nella gestione di un patrimonio?

% risp. Leader PB



Con quali **OBIETTIVI** state affrontando il tema della longevity

% risp. Leader PB

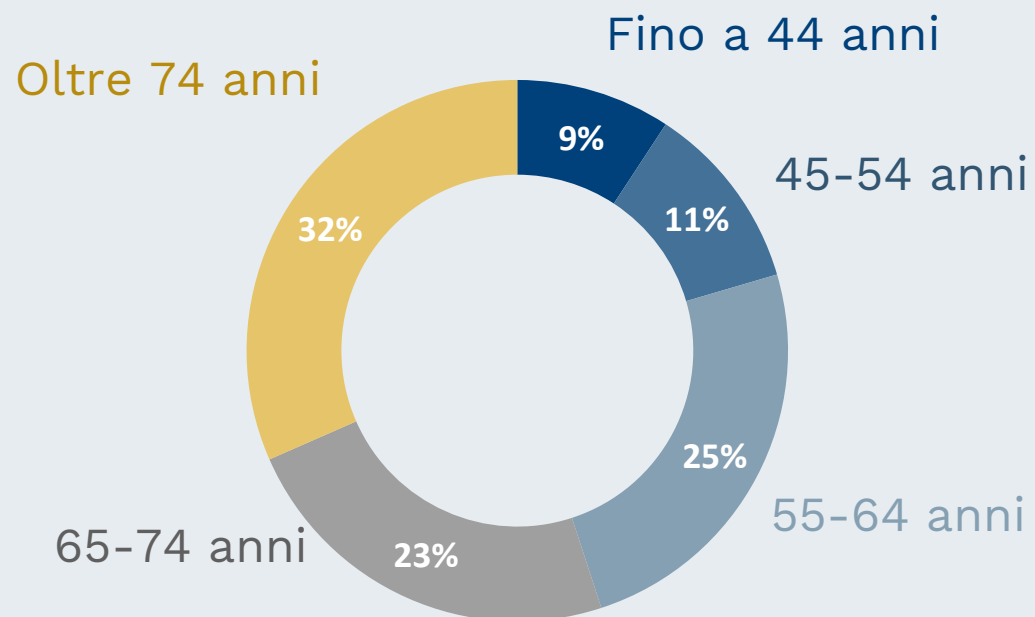


Tutte le generazioni che serviamo si aspettano una pianificazione patrimoniale di lungo periodo...

6

Gestiamo i patrimoni di
5 generazioni...

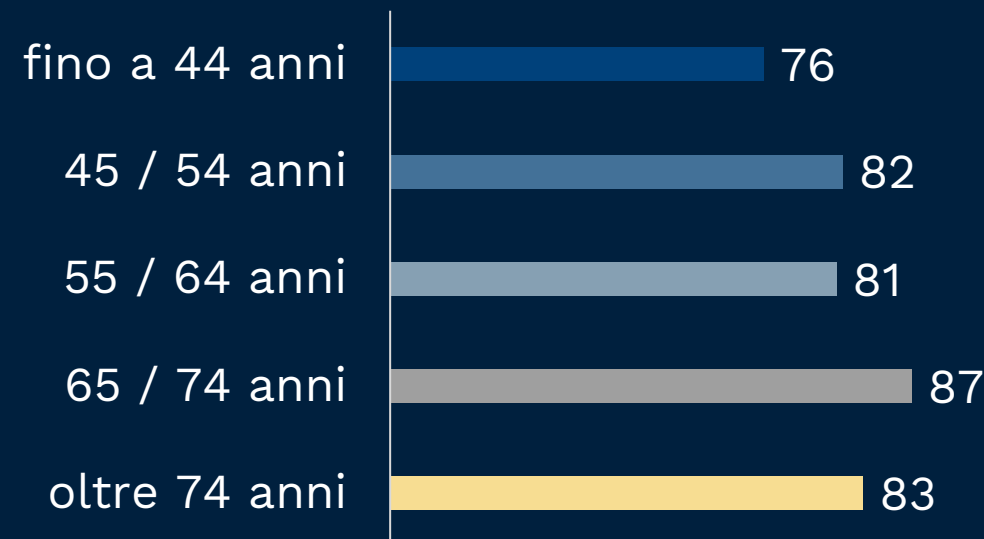
Aum gestiti dal PB per fasce d'età

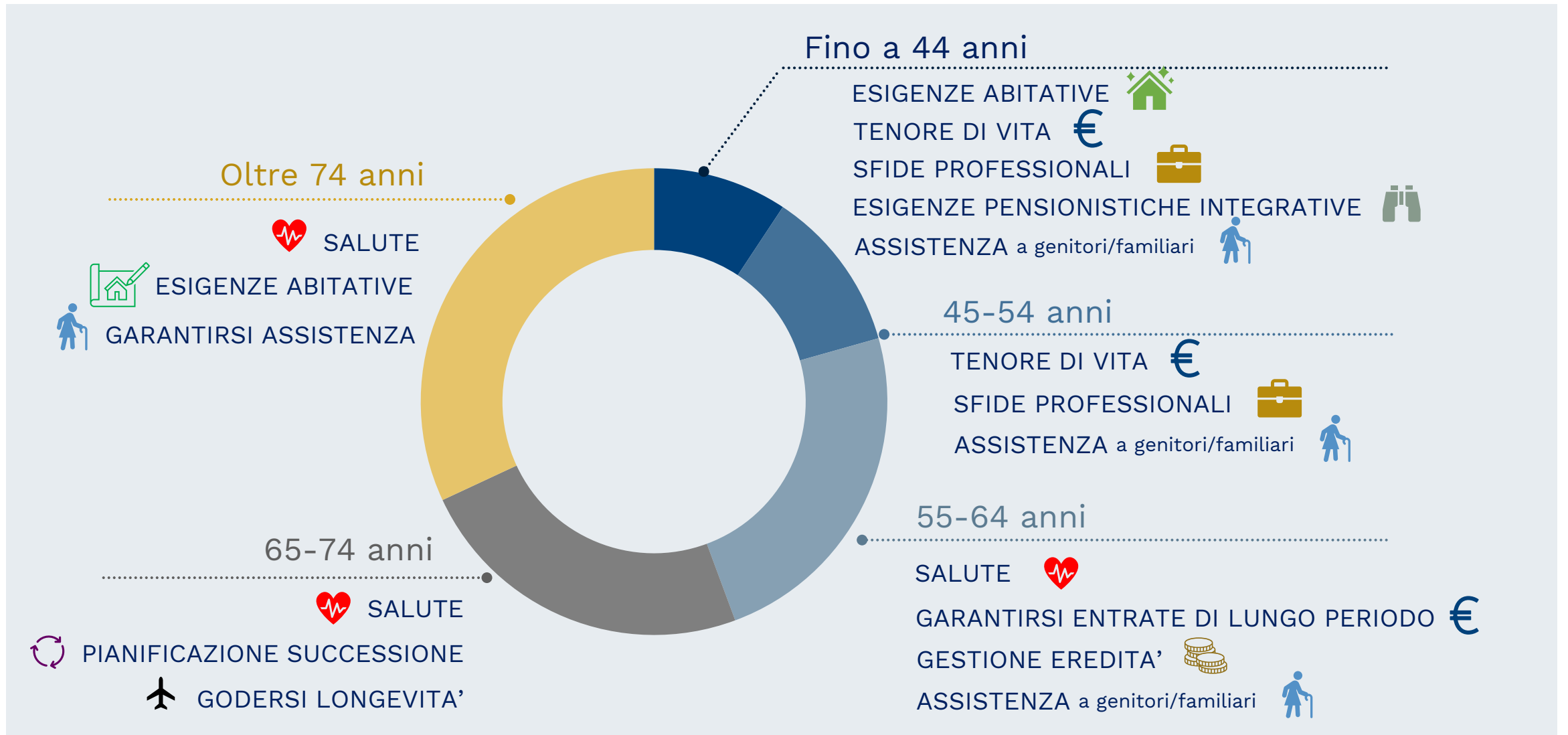


...tutte e 5 pensano spesso alla
LONGEVITA'

«Le capita di pensare al suo futuro guardando in
avanti di molti anni, anche decenni?»

% clienti che risponde SI





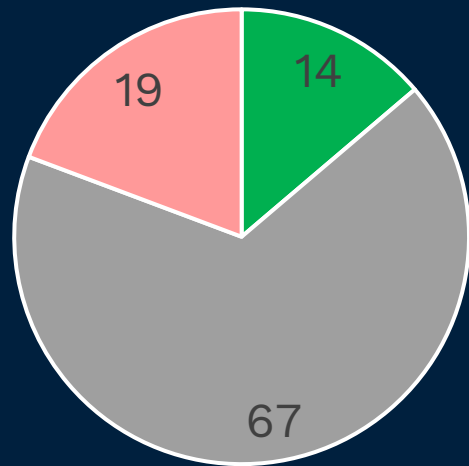
Fonte elaborazioni AIPB su dati AIPB – Bva Doxa: «Indagine sulla clientela Private in Italia»

Domande: «Quali sono gli aspetti che rappresentato una preoccupazione?» «Pensando ad un orizzonte temporale di lunghissimo periodo quali temi avranno maggior impatto sulla gestione del denaro e sulla pianificazione finanziaria?»

I Private Banker chiedono più strumenti per un dialogo più profondo con il cliente

Quanto è FACILE trattare con competenza i temi di lungo periodo con il cliente?

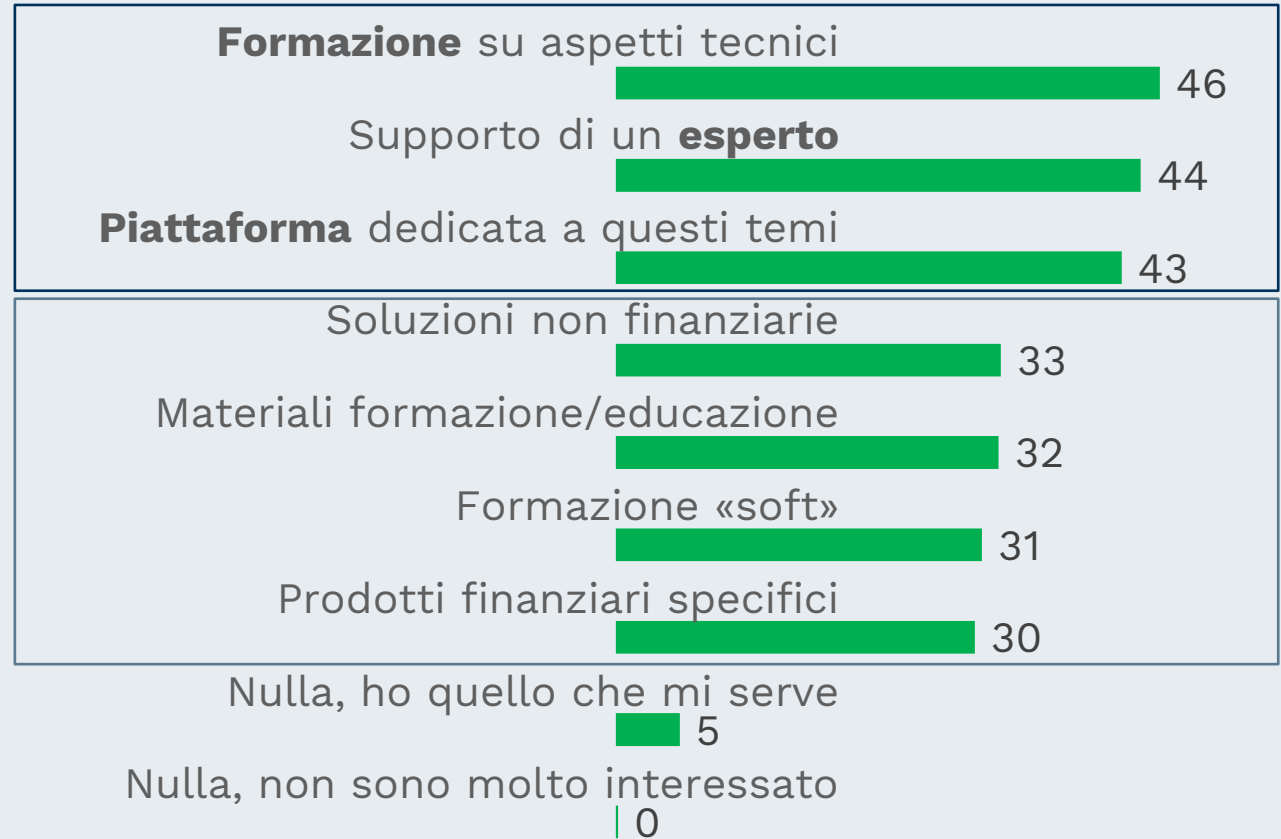
Valutazione dei Private Banker - %



- Confident (voto 10+9)
- Potrei farlo meglio (voto 6+7+8)
- Sono in difficoltà (<6)

ASPETTI UTILI PER MIGLIORARE

% Private Banker che vorrebbero il supporto



«We will have to reorganise education, work, pension, welfare states and health system»

Longer lives mean profound social change

FT FINANCIAL TIMES

ECONOMICS

Martin Wolf



In the UK in 1965, the most common age of death was in the first year of life. Today the most common age to die is 87 years old. This startling statistic comes from a remarkable new book, *The Longevity Imperative*, by Andrew Scott of the London Business School. He notes, too, that a newborn girl in Japan has a 96 per cent chance of making it to 60, while Japanese women have a life expectancy of nearly 88. Japan is exceptional. But we are living longer everywhere: global life expectancy is now 76 for women and 71 for men (clearly, the weaker sex).

This new world has been created by the collapse in death rates of the young. Back in 1841, 35 per cent of male children were dead before they reached 20 in the UK and 77 per cent did not survive to 70. By 2020, these figures had fallen to 0.7 and 21 per cent, respectively. We have largely defeated the causes of early death, by means of cleaner food and water, vaccination and antibiotics. I remember when polio was a great

threat. It is almost entirely gone, as is the once greater peril of smallpox.

This is humanity's greatest achievement. Yet our main reaction is to fret over the costs of an "ageing" society. Would young and middle-aged adults prefer to know that they and, worse, their children might die at any moment? We know the answer to this question.

Yes, the new world we live in creates challenges. But the crucial point Scott makes is that it also creates opportunities. We need to rethink old age, as individuals and societies. We must not shuffle a huge proportion of our society into unproductive and unhealthy "old age". We can and must do far better, both individually and socially. This is his "imperative". Barring a disaster, there are going to be far more very old people: in 1990, there were only 95,000 people over 100 years old in the world. Today, there are over half a million, and rising.

A big question is how people will age. Will they enjoy a vigorous old age and then drop dead suddenly or will we live on "sans eyes, sans teeth, sans everything" for many helpless years? Scott imagines four scenarios. The first is Jonathan Swift's *Struldbruggs*, immortal but ageing, eternally. The second is Oscar Wilde's *Dorian Gray*, who lives young and then suddenly dies old. The third is Peter Pan, who is forever young. The fourth is Marvel Comics' Wolverine,

who is able to regenerate.

We can agree that the first is awful. Yet it seems to be where we are: if we live long enough, we tend to fall slowly apart. But, maybe, the mixture of better diet, more exercise and medical advances might deliver other possibilities. This, Scott argues, is where effort should now go, not to treating or, worse, merely managing the ailments of old age, but to seeking to prevent them. This requires not just medical advances. High inequality is not only a social and economic issue, but a health hazard.

China's life expectancy is now 82 for women and 76 for men. Remarkably, that is much the same as in the US. Life expectancy in the latter is strikingly low for such a wealthy country. This is due to huge health inequalities. According to Scott: "In the US the gap in life expectancy between the richest 1 per cent and the poorest 1 per cent is fifteen years for men and ten years for women."

Yet we need to change not only how we age, but how we think about age.

The *Dorian Gray* world, while ideal, seems unlikely. But a world of either *Struldbruggs* or *Peter Pans* would be horrible. This is true of the former, because most of us do not wish to end our lives in decrepitude, inevitably also imposing a huge burden on the younger members of society. It is also true of the