

# KPMG 2021 CEO Outlook Pulse Survey Asset Management sector

A survey of 40 Asset Management CEOs in 9 key markets, our 2021 Pulse Survey provides a timely snapshot of CEOs' views on business growth resumption, their views on vaccine distribution, their top-of-mind organizational risks, and business transformation priorities going forward.

## Pandemic response

When do CEOs envision that their company will return to a normal course of business?



88%

of CEOs are keen to ensure **staff safety** by asking employees to notify the business when they have been **vaccinated**.



68%

of asset management leaders are concerned not all employees will have access to a **COVID-19 vaccine**, jeopardizing their operations and competitive advantage.

What do asset management CEOs think it will take to return to 'normal'?

A **successful COVID-19 vaccine roll-out** (at least 50% vaccinated)



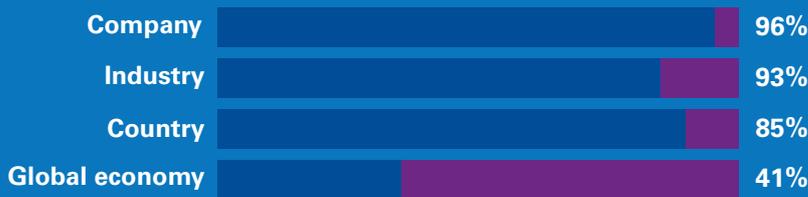
**Governments** in key markets encouraging business to return to 'normal'



A significant **drop in COVID-19 infection** rates in key markets

## Perspectives from asset management leaders

Economic confidence



► Confidence over the 3 year horizon is up significantly for **industry, country and the companies**. However, prospects for the global economy are only marginally better than last year.

### Top drivers for investment

1 On-board new **digital technology** to transform the **customer experience/value proposition**

2 Develop **disruptive technologies** that have the potential to improve the **operating model**

3 **Transform** our business model **faster than organic growth** will deliver

86% of asset management CEOs have an appetite for **M&A**.

Source: KPMG 2021 CEO Outlook Pulse

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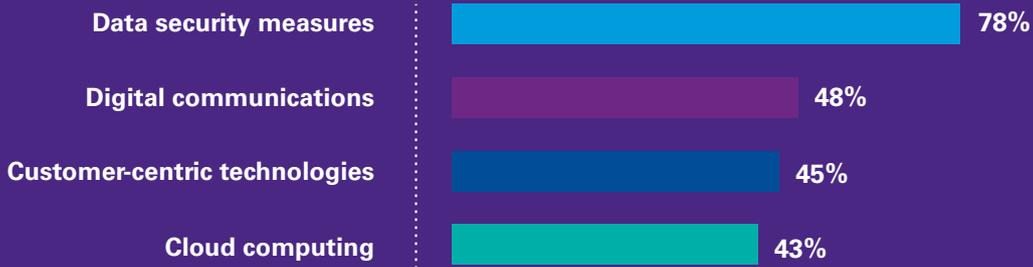
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## Digital acceleration priorities

CEOs are planning to invest more in technologies such as



Customer and technology are key focus areas for asset managers.

Long-term impact of the pandemic on asset managers



The **digitization of operations** and the creation of a **next-generation operating model** by matter of months (up from 69 percent in August 2020).



Will build on the use of **digital collaboration** and **communications tools**.



Believe **customer engagement** will be done predominantly via **virtual platforms**.

## Trust and reputation

Continued focus on environment and climate risk



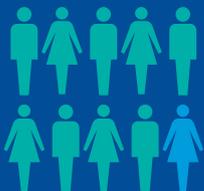
Of asset management CEOs are looking to lock in the **sustainability** and **climate** change gains made during the crisis.

Heightened focus on "S" component of ESG



Asset management leaders are shifting their focus to the **social** component of their ESG program up from August 2020.

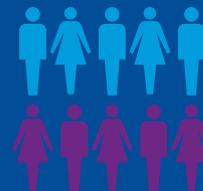
Top DEI and workforce agenda issues for asset management CEOs



Believe the **scrutiny of organizations' diversity performance** will continue to increase over next 3 years.



Agree there is still much to do to build **gender diversity** on boards.



Feel progress has moved **too slowly** on **diversity and inclusion**.

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