



Financial Industry

Driving Forces

Economic / business models

Socio-demographic

Digitalization

Going beyond cash

Hyper-personalization

Financial products tailored to each customer's specific needs

Decentralization

Decoupling financial activities from physical facilities

Virtualization

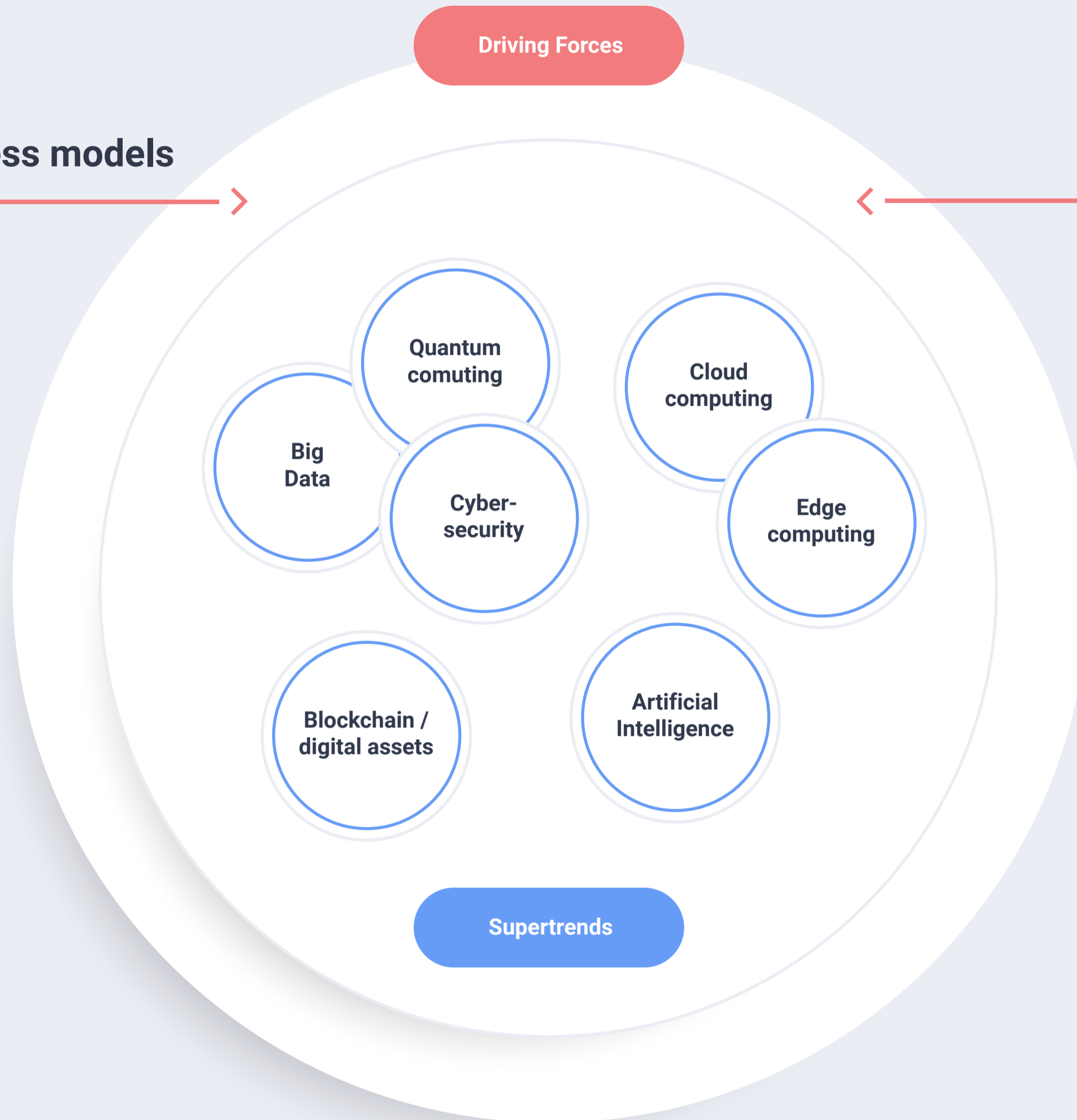
Real-time services, work from home

Aging population

Changes in patterns of saving and investment, shortage in labor supply

Rising prosperity

Economic growth, „positive-sum economy“ more people can have access to more goods and services at the same time



Supertrends

Sustainability

Increasing interest in investments into sustainable economic activities, e.g., EURO STOXX 50 ESG