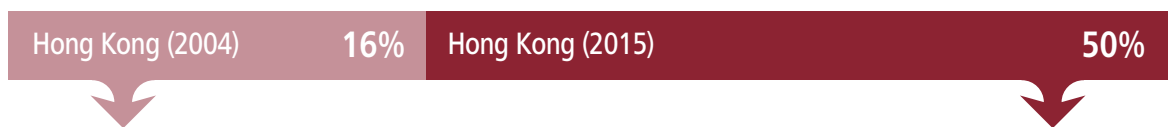


LIFE'S BETTER WITH A CERTIFIED FINANCIAL PLANNER^{CM} PROFESSIONAL

FACT: Consumer awareness of the CFP Certification in Hong Kong in 2015 has **INCREASED MORE THAN THREE TIMES** compared to ten years ago.

AWARENESS OF CFP CERTIFICATION (GLOBAL 32%)

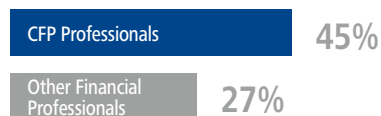


Hong Kong consumers who work with a CFP professional are

MORE CONFIDENT

they will achieve their financial goals

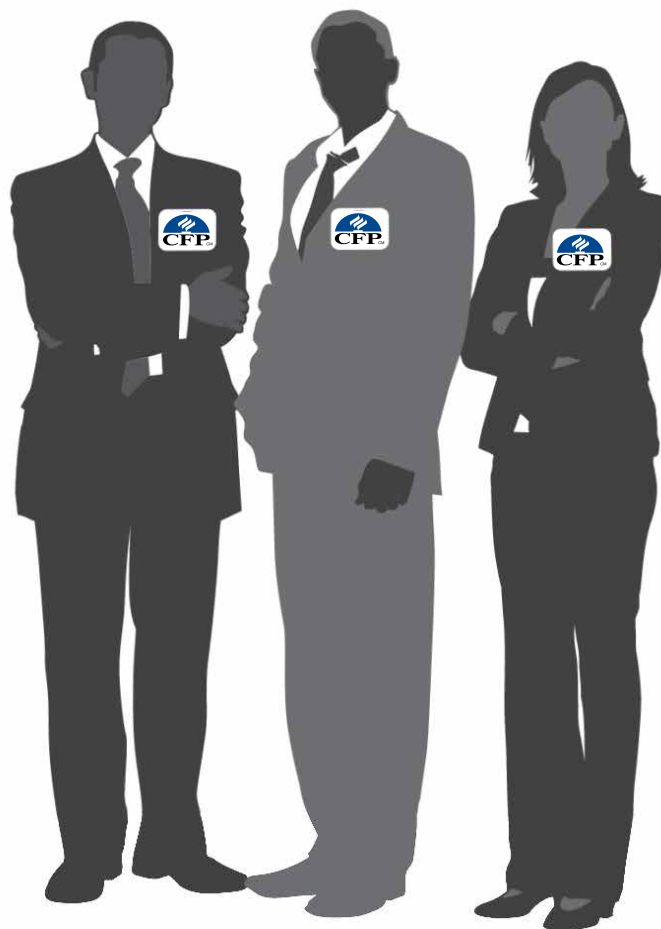
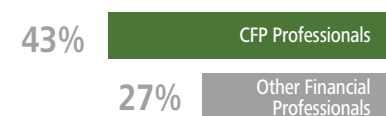
CLIENT CONFIDENCE



Hong Kong consumers who work with a CFP professional are

VERY SATISFIED

CLIENT SATISFACTION



The IFPHK participated in the FPSB global research and 1,005 Hong Kong people were interviewed by GfK during June and July 2015. The FPSB global survey interviewed 19,092 consumers in 19 territories.

CLIENTS RATE CFP PROFESSIONALS HIGHEST FOR:

Honesty and integrity

Understanding clients' needs and goals

Placing clients' interests first

Why People Prefer to Work with a CERTIFIED FINANCIAL PLANNER^{CM} Professional

FACT: Over half of the Hong Kong consumers surveyed who are working with a CFP professional are willing to pay up to \$10,000 for financial planning services. As for those who are working with other financial advisers, only about a third are willing to pay the same amount.



CFP PROFESSIONALS ARE WELL-KNOWN IN HONG KONG

Half of the consumers surveyed are aware of CFP Certification, representing a **30% rise** from ten years ago



CFP PROFESSIONALS HELP THEIR CLIENTS STAY ON TRACK

A total of 45% of consumers in Hong Kong who work with a CFP professional are **more confident** in achieving their financial goals



CFP PROFESSIONALS SPEND MORE TIME WITH THEIR CLIENTS

Compared to other financial advisers, CFP professionals in Hong Kong **spend three times as much time** working directly with clients to help them understand their own financial and life goals



REASONS WHY HONG KONG CONSUMERS WORK WITH CFP PROFESSIONALS



51% says CFP Professionals adhere to a **rigorous code of ethics**



50% says CFP Professionals are a **trusted source of advice**



46% says CFP Professionals **research the entire market**



46% says CFP Professionals **give them peace of mind**



45% says CFP Professionals **help establish financial goals**



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