

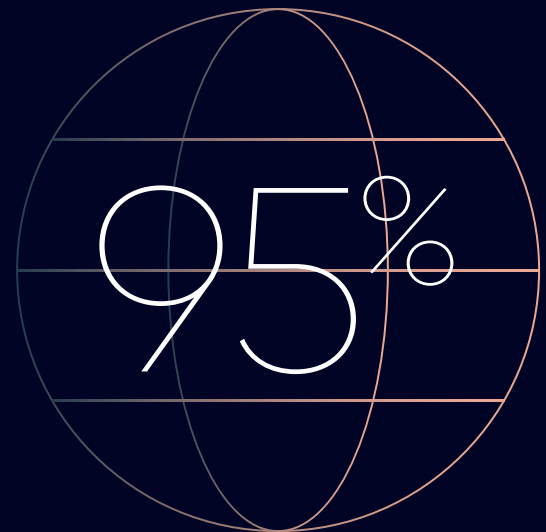
World Shaping Wealth

A new legacy for Germany's wealthy,
as world's most proactive entrepreneurs
invest in world's biggest challenges

Investments from ultra high net worth (UHNW) individuals in Germany are expected to ensure a greater legacy for future generations, not just their families.

Our new [report](#), based on recent research among 215 UHNW individuals and 225 of their advisers, explores the aspirations and motivations driving the deployment of private wealth today and in years to come.

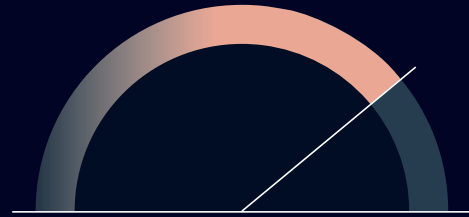
Findings reveal the ultra-wealthy in Germany are among the world's most proactive, with 95% describing themselves as active wealth creators – entrepreneurs who are proactive, future orientated investors. They prefer to invest liquid wealth in unique investment opportunities as they arise.



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describe themselves as
active wealth creators.

While the German economy has been driven by research and innovation, and the start-up scene has seen a significant boom in recent years, German private investors seem less inclined than others throughout the world to prioritise the adoption of new technologies. Instead, they're focusing on actively engaging with leaders and governments to deploy their wealth to find solutions to worldwide issues.

Further data collected from Germany's most affluent reveals that they are advocates for a better future. 78% want to use their wealth to solve global problems, including environmental issues, public health crises and conflicts. The same percentage of individuals also want to create a legacy they will be remembered for. While this is the lowest of all the markets studied it's clear these opportunities are intrinsically connected, for UHNW individuals in Germany to create their own legacy and still secure their family's future through the creation of a better world.



78%

of Germany's most affluent want to use their wealth to solve global problems.



The next generation of UHNW individuals in Germany is among the world's most proactive in growing their wealth. There's a clear interest in investing more in ESG, and in the industries of the future to prevent the possibility of a future pandemic.

In a digital-first world, and an increasingly complex investment environment, UHNW individuals are also demanding technological solutions that can support their decision making. To meet this challenge, wealth managers and advisors will need to leverage advanced data analytics and other digital tools to find new ways to engage with individuals, manage risks and develop customised solutions.

Dr. Martin Bartlik | Private Wealth Partner
Taylor Wessing, Germany

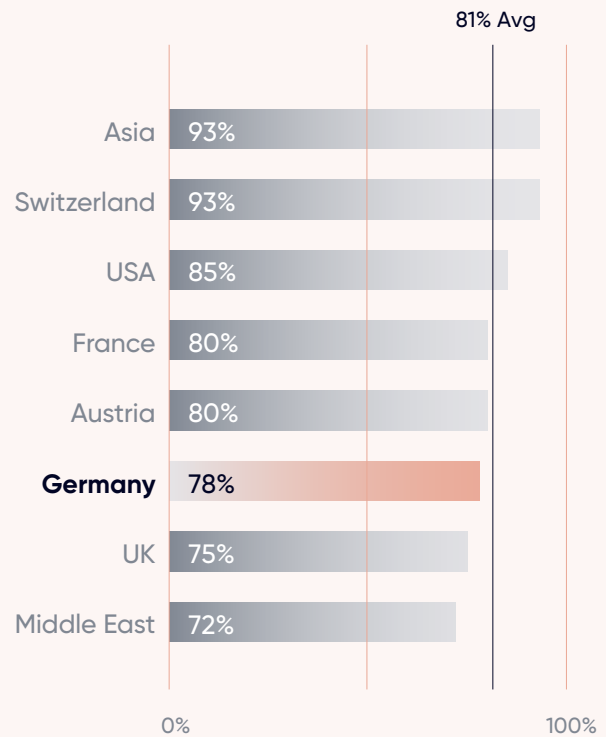


Key findings for Germany

The changing face of private wealth

A new generation of self-made wealth creators is dominating the market and advocating for a better future. While UHNW individuals in Germany could create impact with their investment decisions, they also have an opportunity to be advocates for change, pushing for a more mindful approach, within their own businesses.

78% of UHNW individuals in Germany believe that they have a responsibility to use their wealth to solve important global problems, including environmental issues, public health crises and conflicts. This was close to the global average of 81%.



Additional findings

62%

Compared with the global average of 67%, 62% of UHNW individuals in Germany consider the effect that geopolitical issues can have on their wealth and proactively seek advice to protect it from those impacts, including political tensions leading to sanctions, global supply chain, international assets and complex tax regimes.

65%

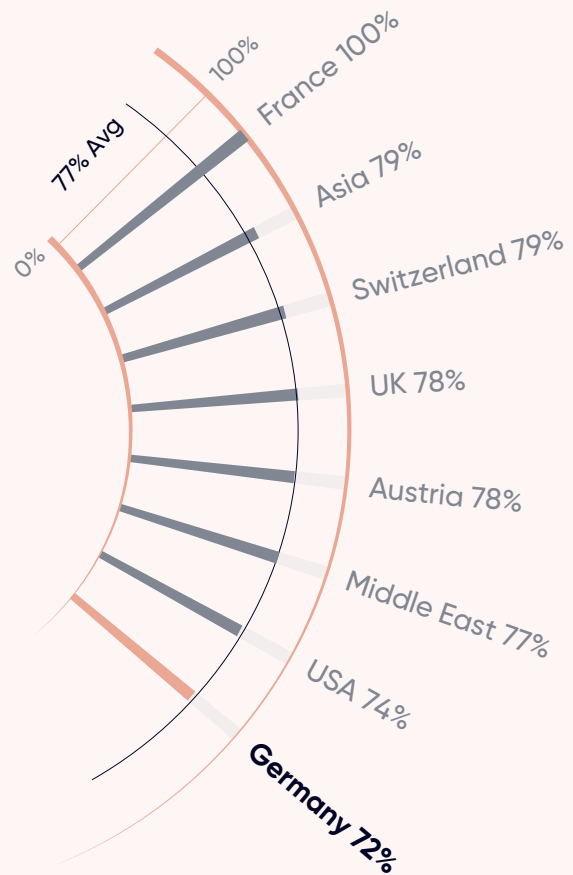
Family businesses play a big role in the private wealth market in Germany, but 65% of UHNW individuals say that they are actively engaged with leaders and governments on global issues, which is marginally above the global average of 62%.

Key findings (continued)

Leaving a legacy of positive change

This new breed of UHNW individual is considering how they can use their wealth to make lasting change that they will be remembered for.

Building a legacy is a strong driver of success for UHNW individuals in Germany, and some are still creating a clear path to hand over a strong portfolio of assets to their families. But the majority (72%) are taking a wider view, passing wealth primarily to charity, foundation trusts and philanthropy. This is slightly less than the global average of 77%.



Additional findings

48%

“Creating a legacy that I will be remembered for” came out as the number one consideration for 48% of UHNW individuals in Germany, compared to 50% globally.

28%

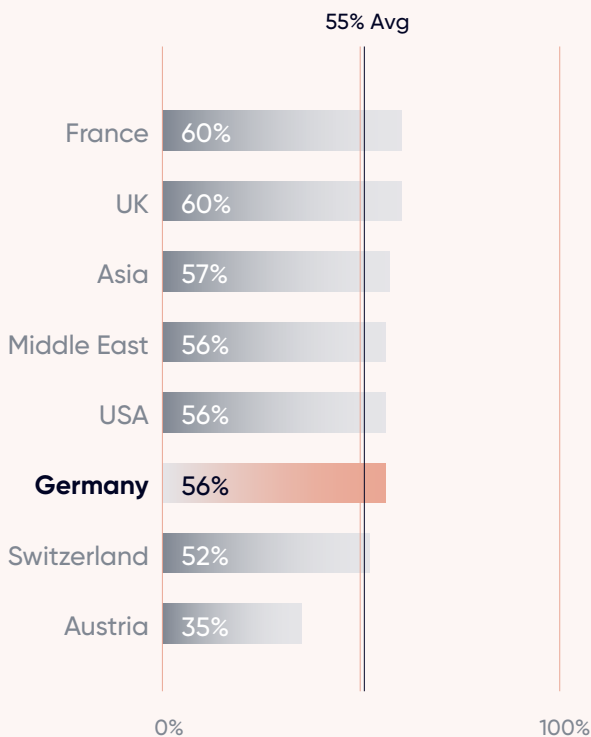
of UHNW individuals in Germany are focussing their succession planning on their family, more than the global average of 23%.

Key findings (continued)

Investing for impact

In their quest to create a positive legacy, UHNW individuals around the world are investing in ESG funds and directing their wealth towards some of the greatest global issues we are facing.

There's a distinct momentum on sustainability that has been visible in this market: corporate ESG and CSR activities, ESG criteria incorporated in investment decisions, impact investing and green finance. They impact our lives and demand action from everyone. As a result, 56% of German intermediaries believe we will not achieve the Sustainable Development Goals (SDGs) by 2030 unless future UHNW individuals help close the private sector financing gap by investing alongside institutional investors. This is slightly higher than the global average of 55%.



Additional findings

62%



of UHNW individuals in Germany make ESG investments with the aim of making a difference, compared to 66% globally. These can range from more sustainable investments, innovations to reduce carbon emissions and waste, and new technologies to reduce carbon footprints and increase efficiencies for their properties.

68%



believe that ESG investments will be central to growing their future wealth, potentially with a higher return than other investment opportunities. This is lower than the global average of 74%. In Germany, there could be slightly more hesitance here than in other areas of the world, as UHNW individuals in the region prefer to wait for more EU guidance, regulation or tax implications, in addition to the SDGs set.

65%



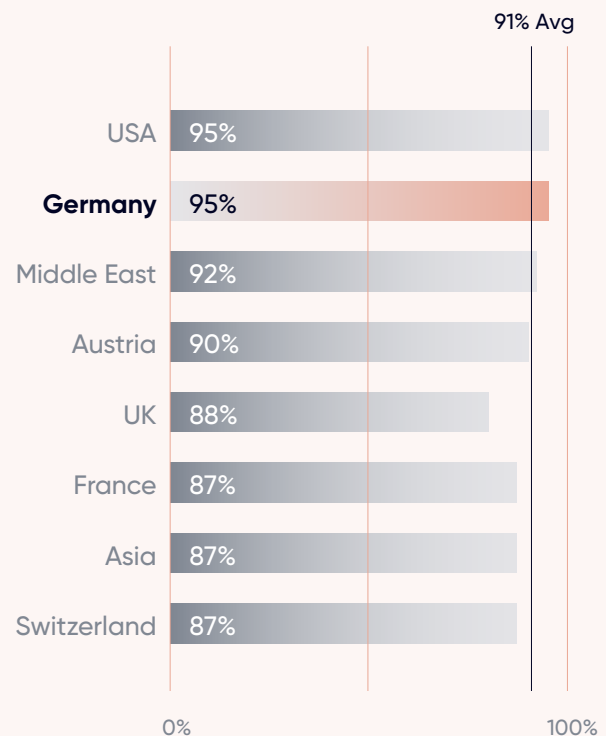
Germany proved to be very active in helping to tackle the Covid-19 crisis, with organisations developing vaccines and fast tracking the production of masks. So it's no surprise that 65% of UHNW individuals in Germany want to use their wealth to help mitigate the impact of a future pandemic – it is however lower than the global average of 73%.

Key findings (continued)

Wealth barriers and drivers

Today's UHNW individuals are active, opportunistic wealth creators, not afraid to go against the grain. But against a backdrop of increased legislation and geopolitical and economic volatility, many are struggling to protect their wealth.

Germany has seen a significant increase in the foundation of family offices over the last few years, and the results from individuals surveyed emphasise the impact of this in the market further. 95% of Germany's wealthiest describe themselves as active wealth creators identifying their own investment opportunities to grow their wealth, whereas only 5% leave their wealth management entirely to the experts. This was the joint highest market, along with the US. Globally, 91% of UHNW individuals identified as active wealth creators and 9% left their wealth management entirely to the experts.



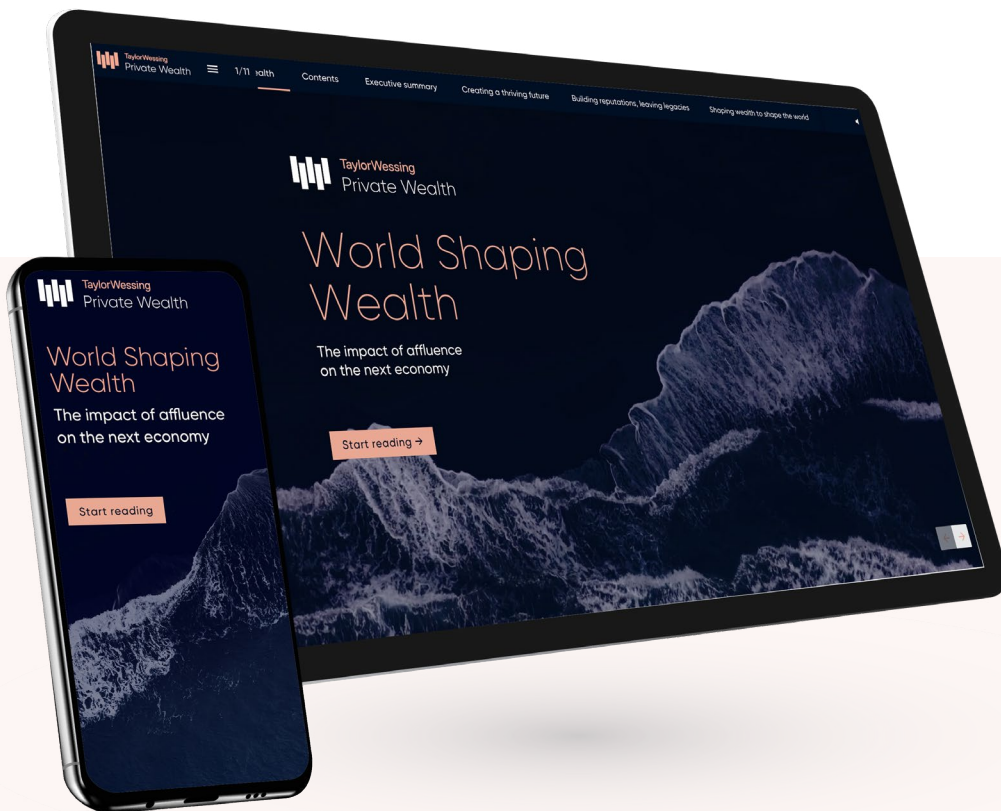
Additional findings

62%

UHNW individuals need to anticipate any potential future changes to their international diversified wealth. 62% of UHNW individuals in Germany are considering the effect that geopolitical issues can have on their wealth and proactively seek advice to protect it from those impacts, but this is lower than the global average of 67%.

72%

Transparency is emerging as one of the most serious barriers to wealth creation. 72% of UHNW individuals in Germany cited reputational issues as a challenge to protecting their wealth. While this is slightly lower than the global average of 74%, issues from misconduct at company level or disputes with other investors or disputes within their own family should still be a consideration for protecting their wealth.



To view our **World Shaping Wealth report** and for more insights across other markets please click below.

Methodology

This global study - World Shaping Wealth: The Impact of Affluence on the Next Economy - explores the impact that UHNW individuals want to have, what is motivating them, and the actions they are taking to achieve their goals. Within this research UHNW individuals are defined as having a net worth of at least \$100 million.

Independent opinion research was conducted in late 2021 among 215 UHNW individuals, with an estimated combined wealth of over \$69.4 billion, and 225 of the intermediaries who manage their wealth (private banks, multi-family offices, single family offices and fiduciary providers).

Respondents were based in Austria, China, France, Germany, Kuwait, Saudi Arabia, Singapore, Switzerland, the UAE, the UK, and the US.

2000+ people **1100+** lawyers **300+** partners **29** offices **17** jurisdictions

Austria	Klagenfurt Vienna
Belgium	Brussels
China	Beijing Hong Kong Shanghai
Czech Republic	Brno Prague
France	Paris
Germany	Berlin Düsseldorf Frankfurt Hamburg Munich
Hungary	Budapest
Netherlands	Amsterdam Eindhoven
Poland	Warsaw
Republic of Ireland	Dublin
Slovakia	Bratislava
South Korea	Seoul*
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Ukraine	Kyiv
United Kingdom	Cambridge Liverpool London London TechFocus
USA	New York Silicon Valley

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