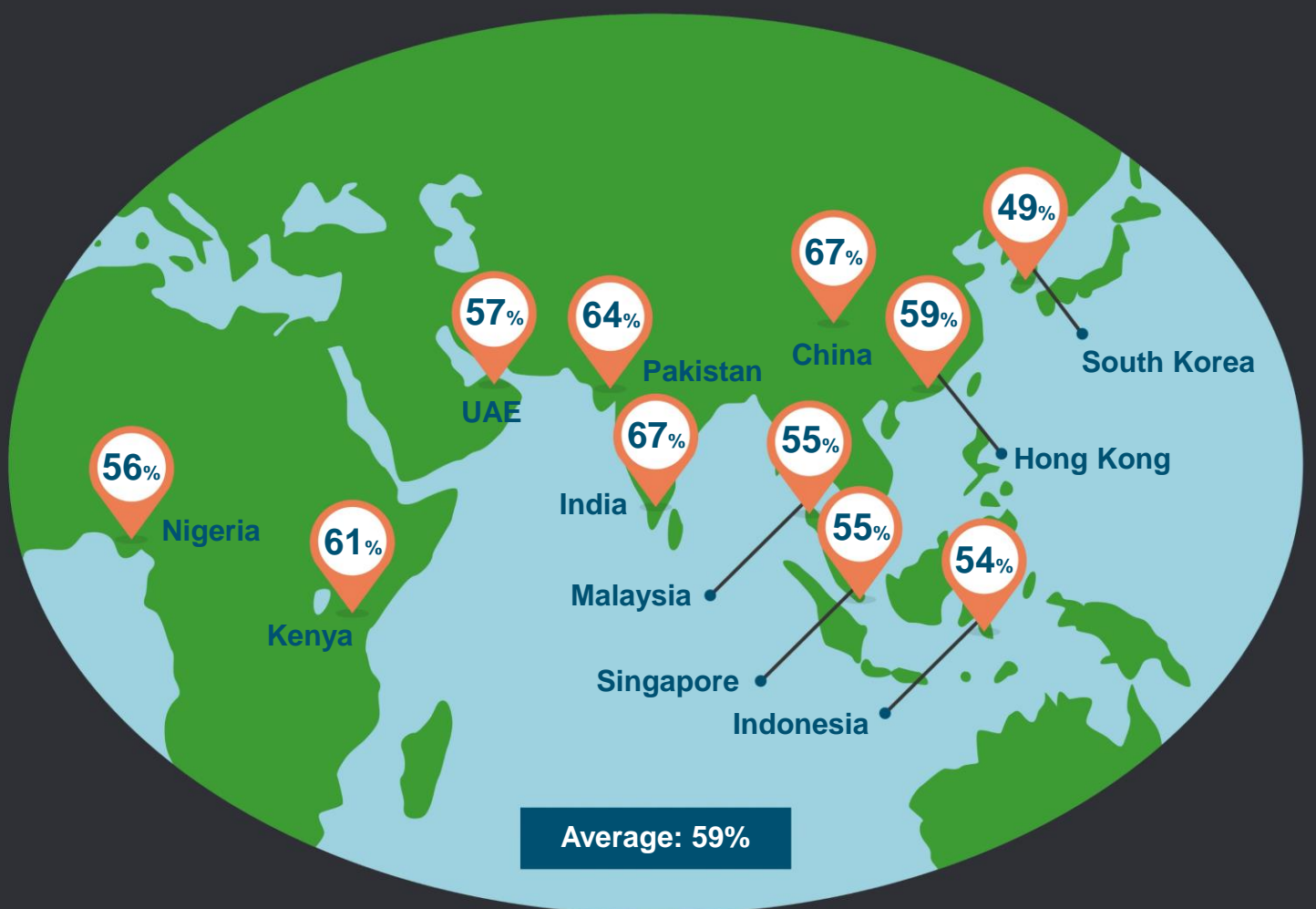


The rise of the emerging affluent in the UAE

We surveyed 11,000 emerging affluent consumers across Asia, Africa and the Middle East, looking at their social mobility, financial proficiency and digital savviness.

Here's a snapshot of the findings.

The majority are socially mobile*



*mobile in an upward direction

Five factors driving upward social mobility



42%

saw incomes increase by 10% or more in the last year



27%

saw incomes increase by at least half in the last 5 years



85%

went to university compared to 63% of their fathers and 54% of their mothers



77%

are in management positions/running their own business



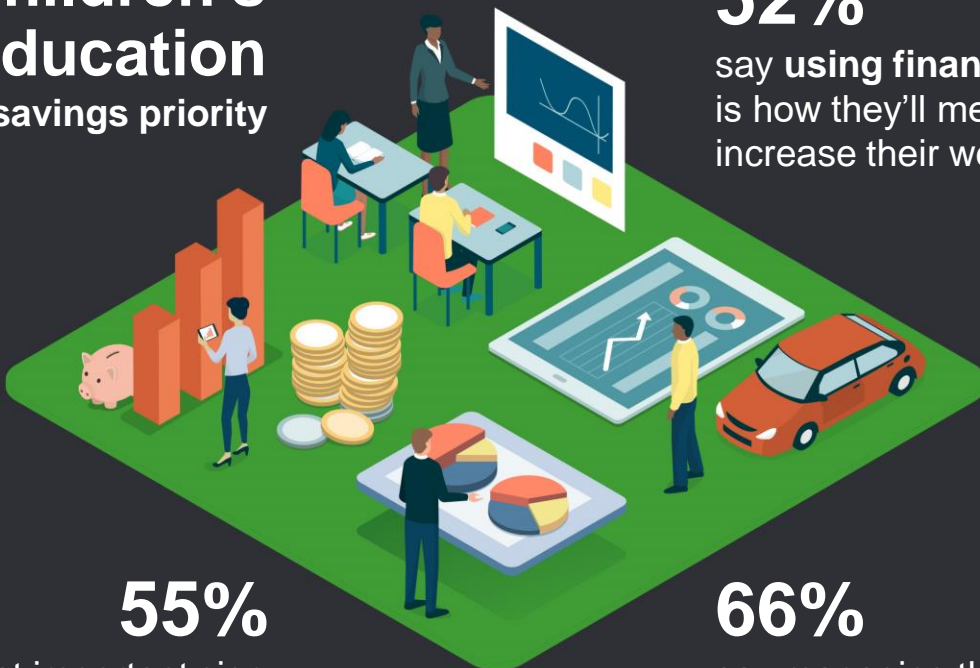
91%

own their own home compared to 75% of their parents

Better investment for a brighter future

Children's education

is the top savings priority



52%

say using financial products is how they'll meet their goals/increase their wealth

55%

say the most important sign of success is increasing personal wealth over time

66%

say managing their finances effectively is key to greater social mobility

Technology holds the key to financial success



64%

say familiarity with digital tools has been vital to their personal success



52%

would invest in online financial products if an on-demand adviser was available



52%

would accept higher risk for higher returns when robo-investing