

press release

Singapore affluent ahead of North Asian counterparts in retirement planning

Standard Chartered study shows 74% of Singapore affluent have started retirement planning compared with the overall Asian average of 67%

26 September 2019, Singapore – Affluent consumers across Asia have big plans for retirement but feel they are not financially on track to achieve the retirement lifestyle they desire. This could be due to lack of financial knowledge or insufficient returns on their investments, finds a new independent study commissioned by Standard Chartered.

The study of 1,000 economically active affluent individuals aged 35 to 59, across five markets – China, Hong Kong, Malaysia, Singapore and Taiwan – offers new insights into retirement planning and aspirations. Travel tops the list of retirement goals in all markets, but the study also reveals significant differences in approaches to retirement planning.

Challenges to retirement planning

On average, 67% of respondents indicated that they have started retirement planning, with Malaysia and Singapore ahead of their peers at 78% and 74% respectively. Despite this, only slightly more than half of those surveyed felt that they were financially on track to achieve the retirement lifestyle they desire.

	Average	China	Hong Kong	Malaysia	Singapore	Taiwan
Respondents who have started retirement planning	67%	63%	63%	78%	74%	57%
Respondents who felt they are financially on track to achieve their desired retirement lifestyle	52%	73%	36%	52%	43%	59%

Table 1: Percentage of respondents who have started retirement planning and percentage of respondents who are financially on track to achieve their desired retirement lifestyle

When it comes to challenges to retirement planning, affluent consumers across China (60%), Taiwan (55%), Malaysia (55%) and Singapore (53%), flagged insufficient awareness of the investment opportunities that generate adequate returns. Other challenges cited include unfavourable global financial climate, lack of trusted financial advisors, insufficient financial knowledge and lack of time.

Singapore respondents who are on track with their retirement planning have invested in stocks, bonds and unit trusts (70%), government retirement savings schemes (47%) and property for rental yields (42%).

Leisure travel stands out as top retirement lifestyle

When asked about their ideal retirement lifestyle, around 77% of the total respondents identified leisure travel as their top priority. In Singapore, the top priority is travelling (73%), followed by staying healthy through exercising (64%) and indulging in hobbies and activities (63%).

	China	Hong Kong	Malaysia	Singapore	Taiwan
Rank 1	Traveling 76%	Traveling 77%	Traveling 78%	Traveling 73%	Traveling 85%
Rank 2	Indulge in hobbies/activities 69%	Spending leisure time with friends and family 67%	Spending leisure time with friends and family 72%	Exercising (keeping healthy) 64%	Indulge in hobbies/activities 71%
Rank 3	Spending leisure time with friends and family 67%	Exercising (keeping healthy) 47%	Indulge in hobbies/activities 67%	Indulge in hobbies/activities 63%	Spending leisure time with friends and family 61%

Table 2: Top three ideal retirement lifestyles in each country

Fernando Morillo, Global Head Retail Products and Segments at Standard Chartered, said:

“While people in our markets are accumulating more wealth, they are also living longer. When you combine this with increased cost of housing and education, and a greater appetite for leisure and travel, it’s clear that retirement savings needs to increase. Making the right financial decisions has never been more important but, as our retirement study clearly shows, many consumers feel they lack the financial knowledge to invest.

“We want to ensure that all our clients have the knowledge to make informed decisions to grow their wealth and realise their dreams. This is why we provide them with unbiased information and

relevant advice, so they can make their money work harder to be able to achieve their life goals and retire comfortably.”

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Note to Editors

- The survey markets: China, Hong Kong, Malaysia, Singapore, Taiwan
- Survey ran from 19 June 2019 until 3 July 2019
- For this study, Singapore affluent are defined as having a monthly income of S\$10,500 and investable assets of S\$408,200.

Disclaimers are in the full report.

About Standard Chartered Bank

Standard Chartered Bank in Singapore is part of an international banking group, with more than 150 years of history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

The Bank has a history of 160 years in Singapore, where we opened our first branch in 1859. In October 1999, we were among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to our business in the country. Singapore is home to the majority of our global business leadership, our technology operations, as well as SC Ventures, our innovation hub. In 2013, the Bank transferred our Singapore Retail and SME businesses to a locally-incorporated subsidiary, Standard Chartered Bank (Singapore) Limited ("SCBSL"). And in May 2019, we fully consolidated our business operations in Singapore through the transfer of our Commercial Banking, Corporate & Institutional Banking and Private Banking businesses to SCBSL. SCBSL is one of the highest-rated banks globally: A1/Stable by Moody's Investor Services, A/Stable by Standard & Poor's and A/Stable by Fitch Ratings.

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