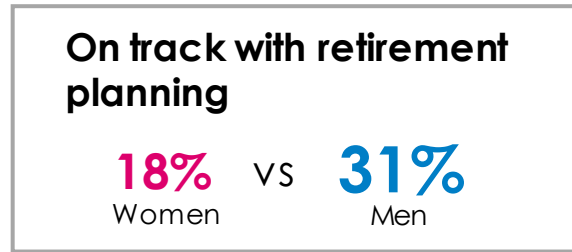
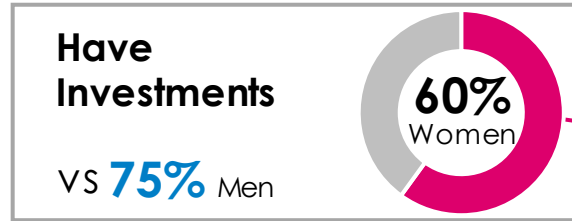


More Singapore women see investing as gambling but those with confidence and knowledge do better than men

Women are prioritising their own financial needs but do not know the right way to achieve them.

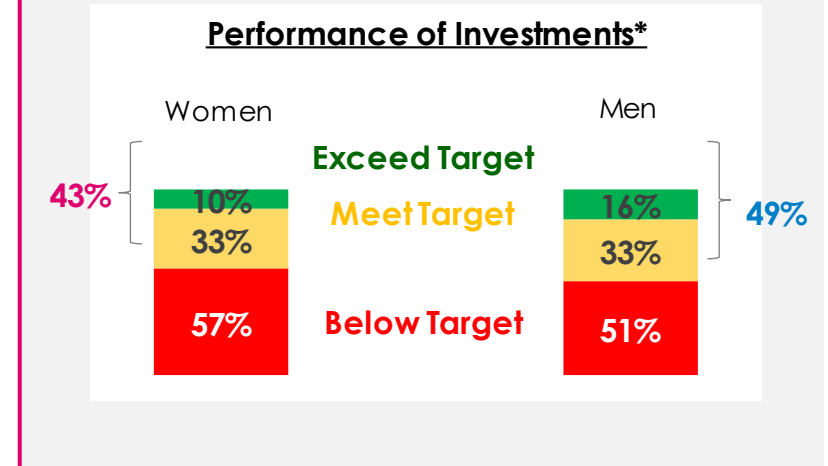
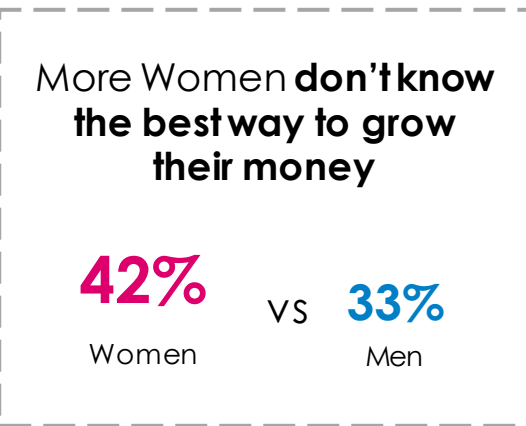
Top Priorities

	% chosen as top 3	
	Women	Mothers
Grow my own wealth	51%	40%
Plan for my retirement	47%	46%
Take care of my loved ones financially	47%	56%



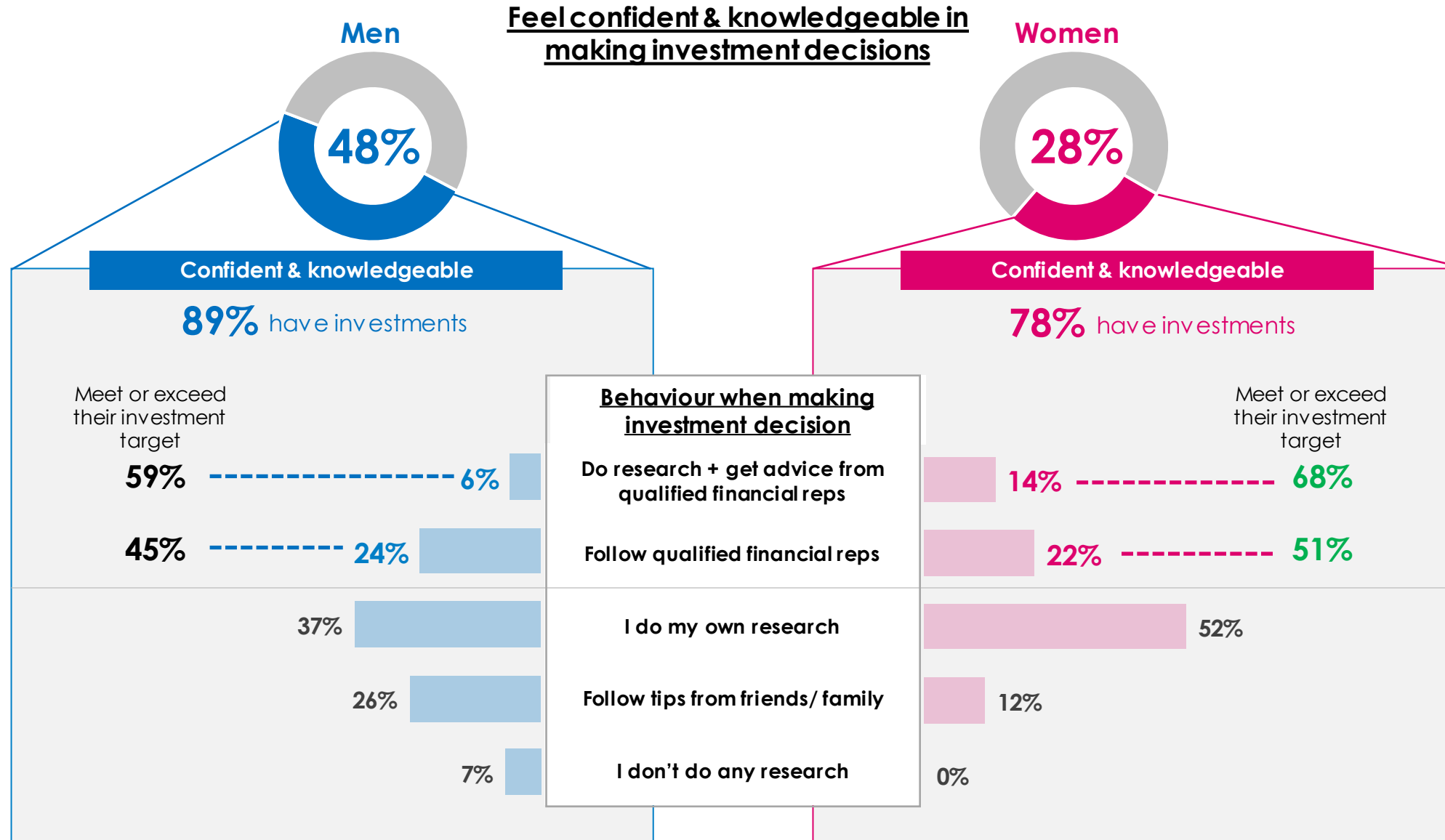
Risk Appetite (Target)

Women		Men
27%	Low Risk (earn 0%-3% p.a. with no potential loss)	22%
67%	Mid Risk (earn 3%-6% p.a. with moderate fluctuation)	63%
6%	High Risk (earn >6% p.a. with potential loss)	15%



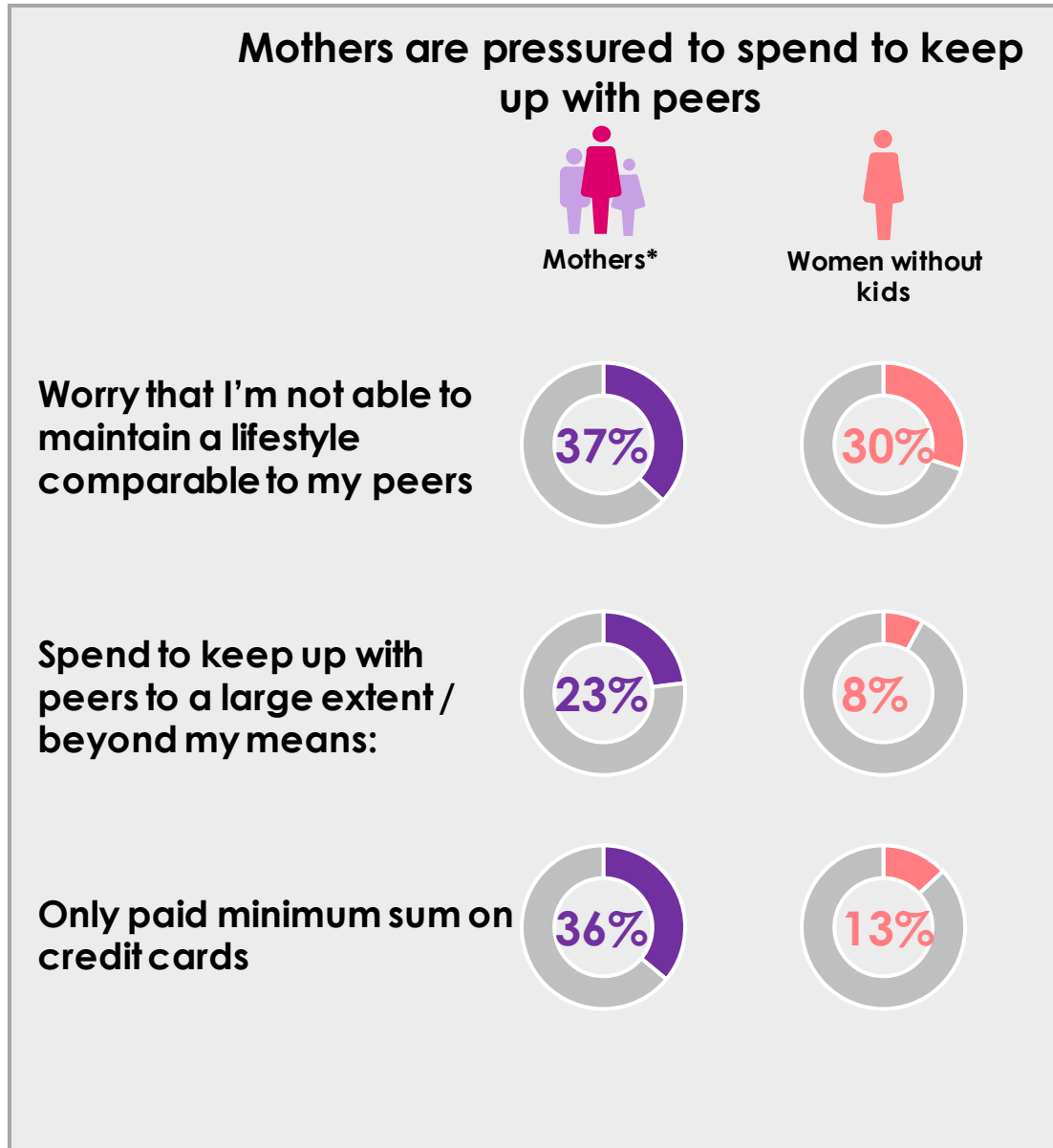
* Performance of Investment is measured by comparing their annual return with their risk appetite

Women who are confident and knowledgeable and do the right actions have better investment performance than men



* Performance of Investment is measured by comparing their annual return with their risk appetite

Women with kids are more pressured to spend to keep up with peers



* Women with kids aged 16 years old or below

	Mothers	Women without kids
Seek advice from qualified financial reps	33%	23%
Regular review of financial plans	53%	34%
Have investment	69%	53%
Have passive income	53%	33%
Don't know the best way to grow my money	40%	45%
WAYS OF ACCUMULATING WEALTH	67% Cash deposits	81% Cash Deposits
	55% Investment products	52% Investment products
	44% Primary residential property	44% Endowment