

THE Asset 25⁺ Years



Triple A Awards

PRIVATE CAPITAL 2025

for Private Banks, Wealth & Investment Advisers,
Solutions and Index Providers



RULE BOOK



Triple A Private Capital Awards for Private Banks, Wealth & Investment Advisers, Solutions and Index Providers

Private banks and wealth managers in the emerging markets experienced significant growth in 2024 as the region continues to be the fastest-growing in driving wealth creation globally. As the wealth pie grows, the competition for talent and product expertise have also intensified.

Wealth management services have expanded especially in India, Japan, Singapore, China, and Hong Kong, to service the rapidly growing number of ultra high net worth (UHNW) and high net worth (HNW) clients in these markets.

The industry also saw major diversification into alternative investments, particularly private equity/credit and infrastructure, as UHNW and HNW clients look to the private markets to offset elevated market volatility in the public markets.

On-going developments in technology, such as artificial intelligence also continued to push the trend towards digitalization and customized wealth offerings for the increasingly demanding and sophisticated requirements of the region's UNHWs and HNW clients.

It is in this context that, *The Asset*, which is celebrating its 26th anniversary as the region's pre-eminent resource for all things wealth and investing, is pleased to share details of the Triple A Private Capital Awards for Private Banks, Wealth and Investment Advisers, Solutions and Index Providers 2025.

These awards cover the Asia-Pacific and the Middle East markets. The coverage period is from April 2024 to March 31 2025. **The deadline for submission of documents is May 16 2025.**

The awards are open to high net worth individuals, family offices, private banks, wealth managers, and advisers. Banks and funds that provide investing opportunities to high net worth individuals are also encouraged to submit solutions that are differentiated and that reflect the investment options across traditional and alternative asset classes in both the public and private markets.

We would like to invite you to participate in this set of awards. Feel free to reach out if you have any questions. Thank you for your consideration.

Methodology

The Asset Triple A Private Capital Awards for Private Banks, Wealth & Investment Advisers, Solutions and Index Providers 2025 are a part of the award series organized by *The Asset*. The selection of the winners is based on submissions assessed based on qualitative and quantitative elements by the board of editors. In addition, the board solicits feedback from the market, including from high net worth individuals, family offices, independent institutions that serve the private capital market. The participating institutions also are asked to submit quantitative outcome of their business during the review period. Both the qualitative and the quantitative elements are then assigned a point score that is tabulated to form The Asset Scoring Quotient for each shortlisted institution.





Triple A Change Champion of the Year

This award is to recognize an individual, group, or an institution who deployed private capital to achieve goals on sustainability and/or supported ESG initiatives that advanced the course of an organization/s or its stakeholders towards standards on governance and/or the objectives of the United Nations Sustainable Development Goals. The awardee may be working with a partner private bank, wealth manager, or an adviser in executing the defined goals including the deployment of innovation that creates long-lasting value for the community.



Triple A NextGen Inspire Award

This award shines the spotlight on a nextgen individual, group, or an institution that is providing out-of-the-box thinking in the promotion of sustainability goals, contributing to the community, and/or creating businesses/livelihood such as combining income generation with the application of new technology that serves to inspire the nextgen to rise to the challenge to build an inclusive tomorrow.



Best ESG Private Bank/Wealth Manager

This award goes to the private bank and/or wealth manager that demonstrates its commitment to responsible investing, ethical business engagement and social awareness including to its shareholders, employees, clients and to society. The award will also recognize an organization for its embrace of environmental, social and governance (ESG) issues, including embedding them in its business processes, from reducing its own carbon footprint to advancing a low carbon agenda such as supporting green projects, ESG investor education, supporting diversity, labor issues, poverty alleviation and taking the lead in raising standards across the industry.



Best Private Bank/Wealth Manager for Impact Investing

This award goes to the private bank and/or wealth manager that has demonstrated its focus and commitment to helping high net worth clients achieve their investment goals that considers ESG factors combined with generating long-term competitive financial returns and achieve positive impact.



Triple A Best Private Bank

The institution that wins this award exhibits the ability to meet the private banking needs of the most demanding clients – spanning the full range of risk appetites and wealth segments. Consistently delivering high-quality services has earned the bank a reputation as a trusted adviser and often going above and beyond what is expected of it. Both regional and country winners will be recognized. The award metric will include:

- Total assets under management
- Growth in assets (YoY)
- Net new money
- Net new money growth (YoY)
- Cost-to-income ratio
- Loan-to-deposit ratio
- CET1 ratio
- Client/RM ratio
- Initiatives for clients
- Initiatives on ESG
- Initiatives on technology





Triple A Best Private Bank for UHNWIs

Recognition for institutions that excels in serving clients with investable assets in excess of US\$30 million.

- Total assets under management
- Growth in assets (YoY)
- Net new money
- Net new money growth (YoY)
- Cost-to-income ratio
- Loan-to-deposit ratio
- CET1 ratio
- Client/RM ratio
- Initiatives for clients
- Initiatives on private and investment banking
- Initiatives on ESG
- Initiatives on technology



Triple A Best Private Bank for HNWIs

Recognition for an institution that stands out meeting the needs of clients with investable assets in excess of US\$5 million.

- Total assets under management
- Growth in assets (YoY)
- Net new money
- Cost-to-income ratio
- Loan-to-deposit ratio
- CET1 ratio
- Client/RM ratio
- Initiatives for clients
- Breadth of investment product offerings
- Initiatives on ESG
- Initiatives on technology



Triple A Best Boutique Private Bank

Recognition for an institution that can customize private banking services across the spectrum of high net worth clients seeking an independent adviser. This regional award recognizes the bank that is able to tap in-house resources and/or combine offerings provided by strategic partners to meet the needs of its clients.

- Total assets under management
- Growth in assets (YoY)
- Net new money
- Net new money growth (YoY)
- Cost-to-income ratio
- Loan-to-deposit ratio
- CET1 ratio
- Client/RM ratio
- Initiatives for clients
- Breadth of investment product offerings
- Use of providers for other services
- Initiatives on ESG
- Initiatives on technology





Best Private Bank for Family Office

This award goes to the leading private bank that specializes in working with top family offices in terms of investment strategy, building brand identity, helping define their philosophy, launching digital initiatives, advising them on media relations, and related activities.



Triple A Best Wealth Manager

This award recognizes the wealth manager able to engage effectively with the institution's mass affluent client base (with assets of US\$100,000 to US\$1 million) to offer investment opportunities that is not only suitable but relevant by understanding their investing and stage in the wealth cycle. Both regional and country winners will be recognized.

With this year's awards, subcategories for China are open for nomination. This year's programme, we are adding a new category – **Triple A Best Wealth Manager, Greater Bay Area** – which is open to both international and domestic banks, wealth managers, asset management companies, securities firms, and boutique wealth advisers. These awards are a reflection of China's growing importance as a destination for wealth management especially in the Asia-Pacific.

For the participating institutions, the award metric will include:

- Total assets under management
- Growth in assets (YoY)
- Net new money
- Net new money growth (YoY)
- Cost-to-income ratio
- Client evaluation module
- Initiatives for clients
- Breadth of investment product offerings
- Initiatives on ESG
- Initiatives on technology



Triple A Best Boutique Wealth Manager

This award is to recognize family/multi-family offices that have built a successful practice in advising high net worth individuals and able to offer customized investments, often working with private banks, to meet specific requirements and/or facilitate their investments. Both regional and country winners will be recognized.

- Total assets under management
- Growth in assets (YoY)
- Net new money
- Net new money growth (YoY)
- Client evaluation module
- Initiatives for clients
- Breadth of investment product offerings
- Initiatives on ESG
- Initiatives on technology





Best Private Bank/Wealth Manager for Philanthropy

This award goes to the private bank and/or wealth manager that have their own philanthropy initiatives for the year and/or have been providing advice to high net worth clients to drive their objectives to give back to society. In particular, this award is to recognize novel projects that are combined with the beliefs of the institution/high net worth individual.



Best NexGen Private Bank/Wealth Manager

This award goes to the private bank and/or wealth manager that have developed industry-defining nextgen programme. The institution should be able to demonstrate its focus and commitment to serving the special requirements of nextgen clients particularly involving investing basics, facilitating intergenerational family communication, succession planning, trusts, use of technology and solutions that work across generations.



Best Nexgen Private Bank/Wealth Manager, Next Ideas

This award goes to the private bank and/or wealth manager that provides futuristic investment solutions for next-generation clients who are keenly interested in more futuristic and less traditional investment strategies and solutions.



Best Private Bank/Wealth Manager Experience

This award goes to the initiatives or solutions of private banks and/or wealth managers that best contribute to transforming the industry and/or resolving clients' pain points. The initiative or solution should be able to address the institution's capability in areas such as innovating new ideas, deploying technology, and providing value-added services.

LAW FIRM



Triple A Best Law Firm

The winner is the law firm that is recognized as offering consistently outstanding legal services to high net worth individuals (HNWIs) or family offices in relation to their specific needs such as on acquisition of assets, setting up of trusts or providing general advice for high net worth individuals. Both regional and country winners will be recognized.

BEST BANKS FOR INVESTMENT SOLUTIONS



These awards are given to the institution that has provided the most appropriate structured investment solutions for their clients. Consideration will be given to sustainability of the franchise demonstrated by ongoing investment in people and technology. Submissions should demonstrate the relevance and timeliness of solutions offered, as well as performance, transparency, execution, innovation and elegance.

Both regional and country winners will be recognized as appropriate in the following categories:

- Triple A Best Bank for Investment Solutions
- Triple A Best Bank for Investment Solutions, Multi-Asset
- Triple A Best Bank for Investment Solutions, Equity



- Triple A Best Bank for Investment Solutions, Rates
- Triple A Best Bank for Investment Solutions, Credit
- Triple A Best Bank for Investment Solutions, FX
- Triple A Best Bank for Investment Solutions, Commodities
- Triple A Best Bank for Investment Solutions, Alternatives



Best Structured Investment and Financing Solutions

While high net worth clients may choose to engage with their investment advisers for buy/sell brokerage, others prefer a more customized approach either in the form of a structured deposit or structured securities to articulate a specific market view that contain risk and payoffs based on underlying assets, basket of assets or indices in a variety of markets with the potential for enhanced yields and other objectives including ESG. These awards are to recognize solutions provided by manufacturers, working with private banks, to offer high net worth clients innovative solutions that are competitively priced and achieve risk diversification.

INDEX PROVIDERS



The rise of passive investing and using indices as part of an investment strategy in wealth management have gone mainstream. Whether as a standalone offering, as a fund, embedded as part of a structured deposit or a structured investment solution, index providers play an increasingly active role in meeting high net worth clients specific investment objectives. These awards go to the index providers that are especially active in meeting those needs and in particular by introducing innovation, and/or articulating an emerging trend.

- Triple A Best Index Provider
- Triple A Best Index Provider, Equity
- Triple A Best Index Provider, Fixed Income
- Triple A Best Index Provider, Multi-Asset
- Triple A Best Index Provider, Commodities
- Triple A Best Index Provider, Strategy
- Triple A Best Index Provider, ESG
- Triple A Best Index Provider, Innovation
- Triple A Best Index Provider, Thematic
- Triple A Best Index Provider, Digital Assets

Appendix

Additional questions for private banks, wealth managers and advisers:

- What are your views of the key trends impacting the development of the wealth management industry in your market(s) and how are you positioned to take advantage of them?
- How has the competitive landscape changed over the award period? What key differentiators do your clients and employees see between your institution and its peers?
- Are there any differences between the business model which you operate in Asia compared to other regions your institution is present in



- Apart from the longevity of the franchise, what other measures demonstrate your company's commitment to the region?
- What key milestones were reached during the award period?
- To what extent are net new money inflows driven by: new wealth creation, taking market share from your competitors, and/or individuals upgrading from priority banking services?
- How has your company demonstrated leadership in terms of product, service organizational innovation and ESG initiatives? What were the key areas of growth over the award period and how did these compare to previous years? How does your client mix compare to your target? How does the split between brokerage and annuity revenue compare to your target?
- How do you measure service quality and how did the performance of these measures over the award period compare to previous years?
- How does your investment products perform last year? Please provide the following data.
- 1-Y data of the model portfolios AND top 5 outperforming funds for the following (equity funds, fixed income funds, multi-asset funds and hedge funds) Data including Sharpe ratio, Information ratio, Sortino ratio, maximum drawdown, standard deviation

Note: please clarify the strategies of hedge funds (global macro, long-short, fixed income arbitrage, etc)

- For PE funds, IRR, DPI, RVPI, MOIC

Additional questions for bank investment solution providers:

- How has the competitive, regulatory and market landscape changed over the award period and how has your company adapted?
- Have there been any changes to your client base over the award period – by geography and/or client type?
- How does your revenue and profit split by geography, product and client type compare to your target?
- What was the relative contribution of new and existing markets, structures and clients?
- What new structures were introduced and how does the success of these launches compare to previous years?
- What was your revenue and profit split between flow and non-flow products? How does this compare to the trend?
- What was your revenue and profit split between equity and FICC (fixed income, currency and commodities) products over the awards period and how does this compare to the trend?
- How do the above differ by distribution channel? Have there been any changes to your structuring, sales and trading teams over the awards period?
- What initiatives have been undertaken to deepen client engagement? Has your product range been adapted in response to client feedback and if so, how?

The deadline for submission is May 16 2025.

Please send submissions to PrivateCapital@theasset.com

THE Asset

