



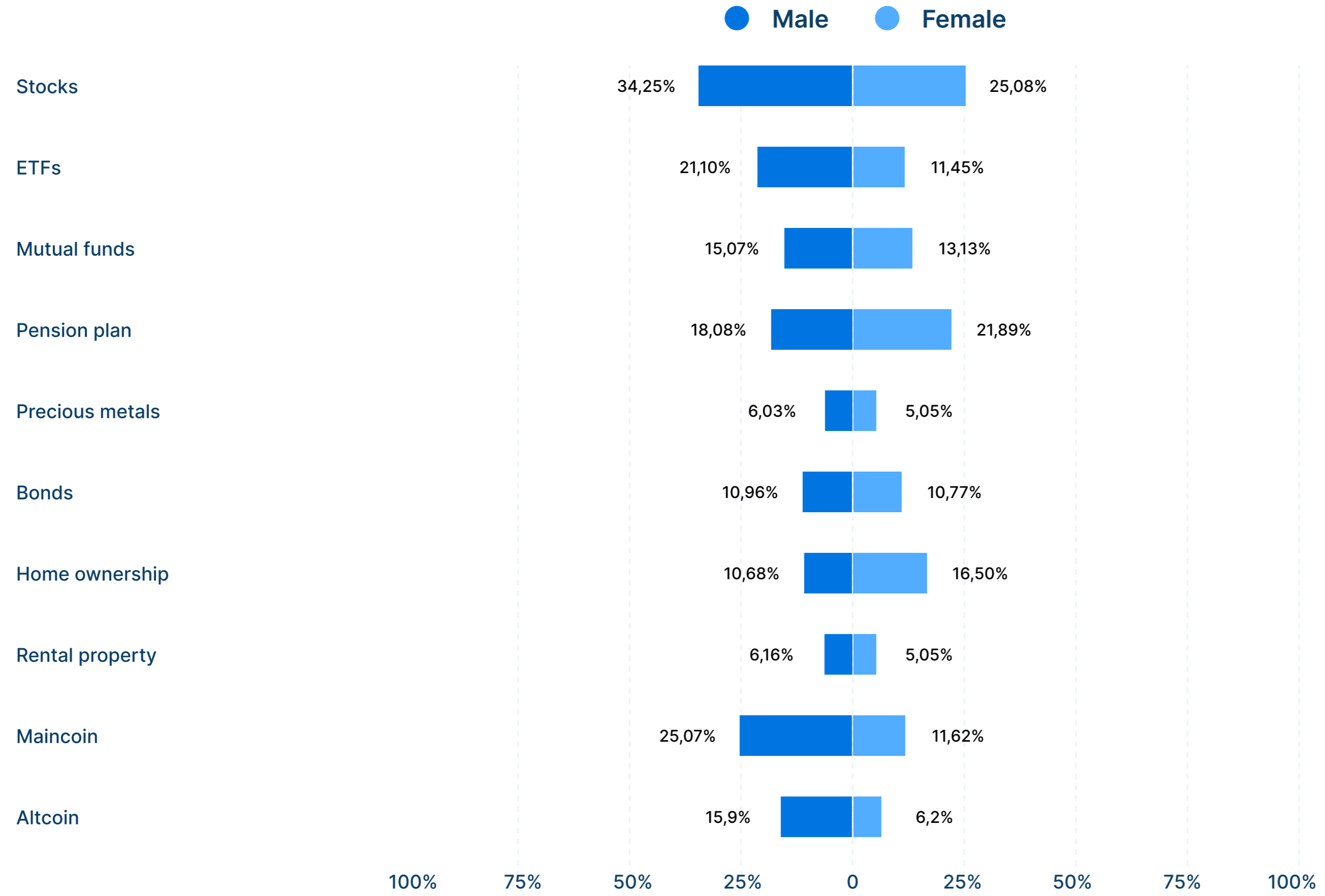
**Horizon65**

# GLOBAL INVESTMENT TRENDS BY GENDER

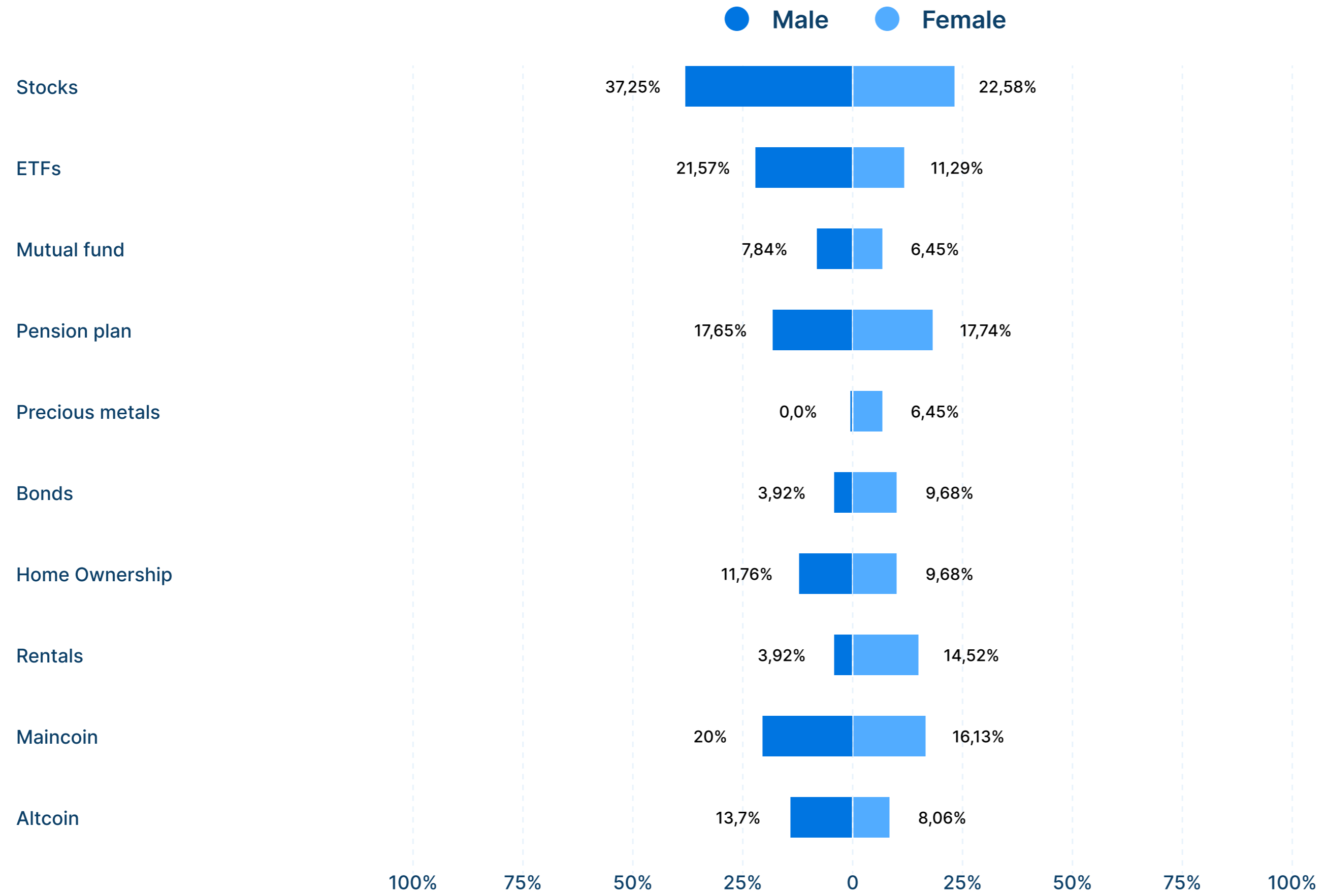
2023 report

Study conducted in Dec 2022

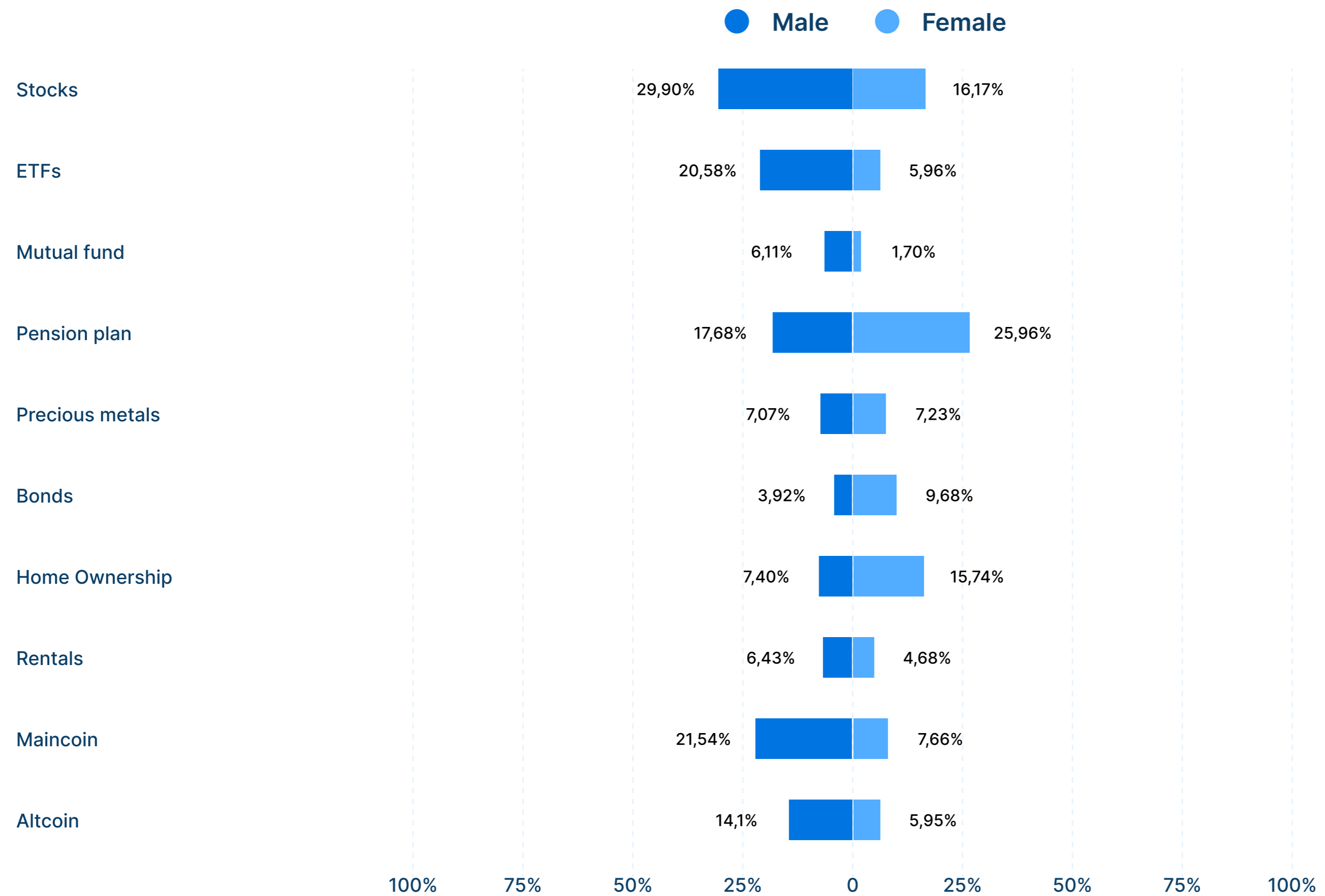
# World – Current ownership by gender



# Asia Pacific – Current ownership by gender

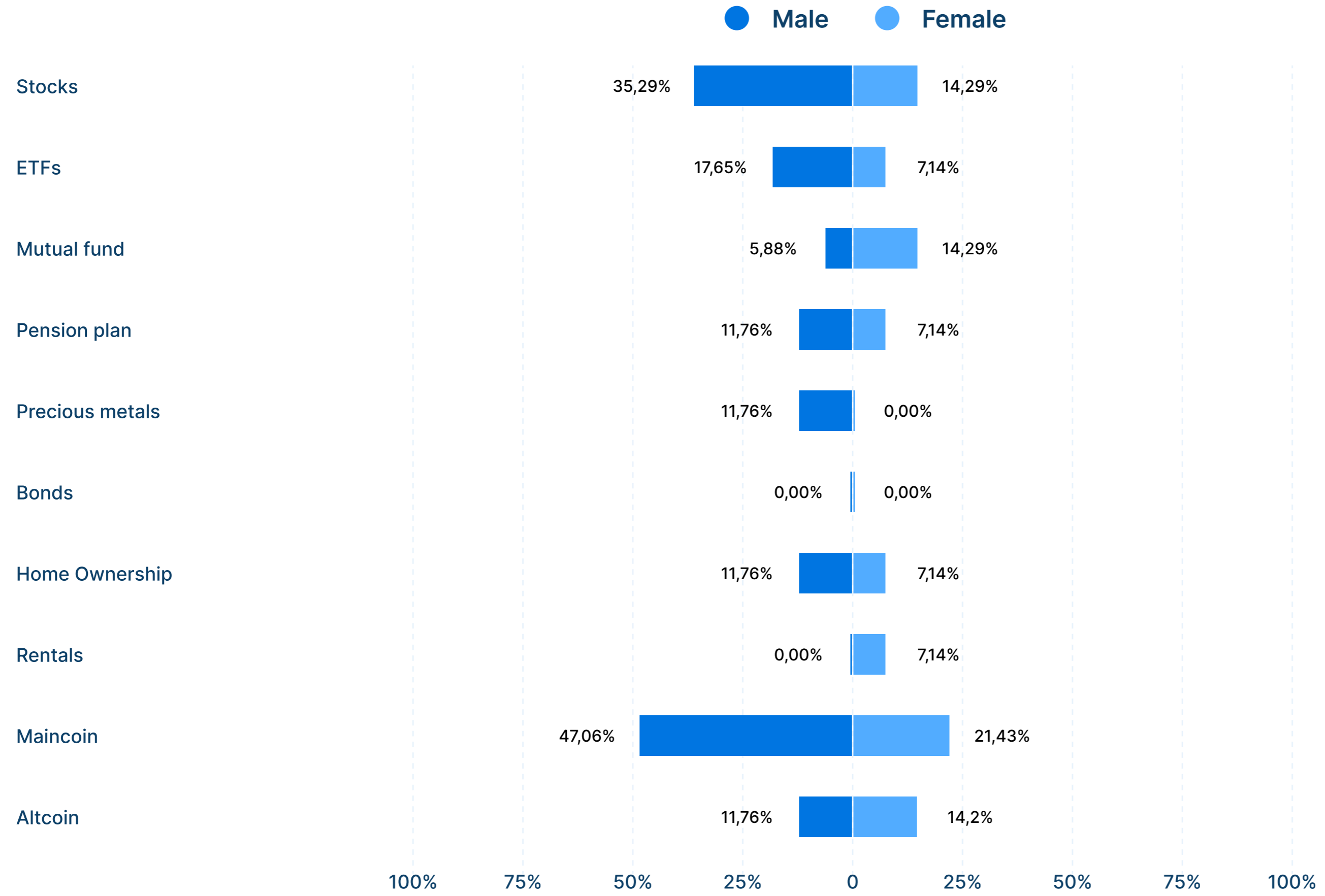


# Europe - Current ownership by gender

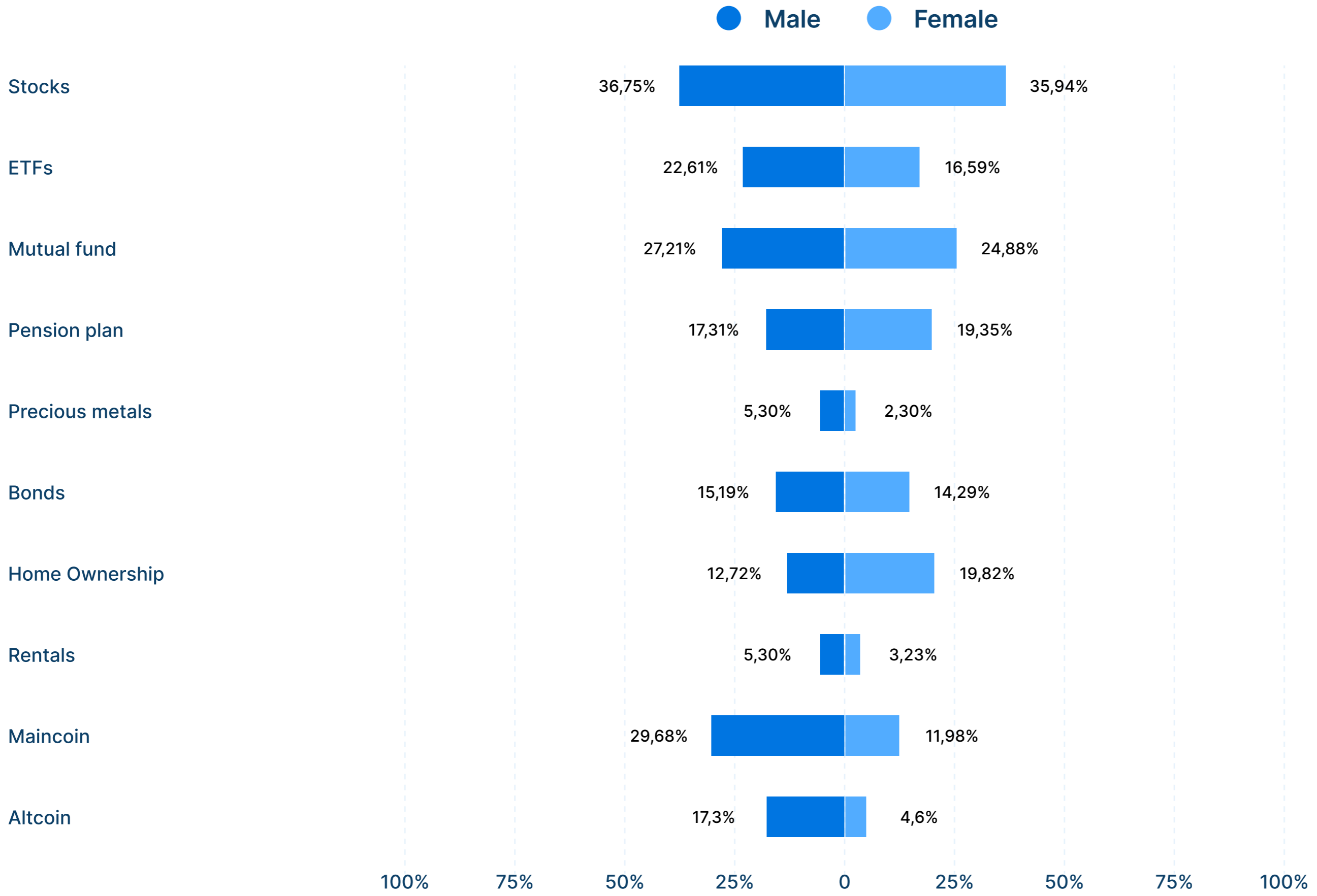




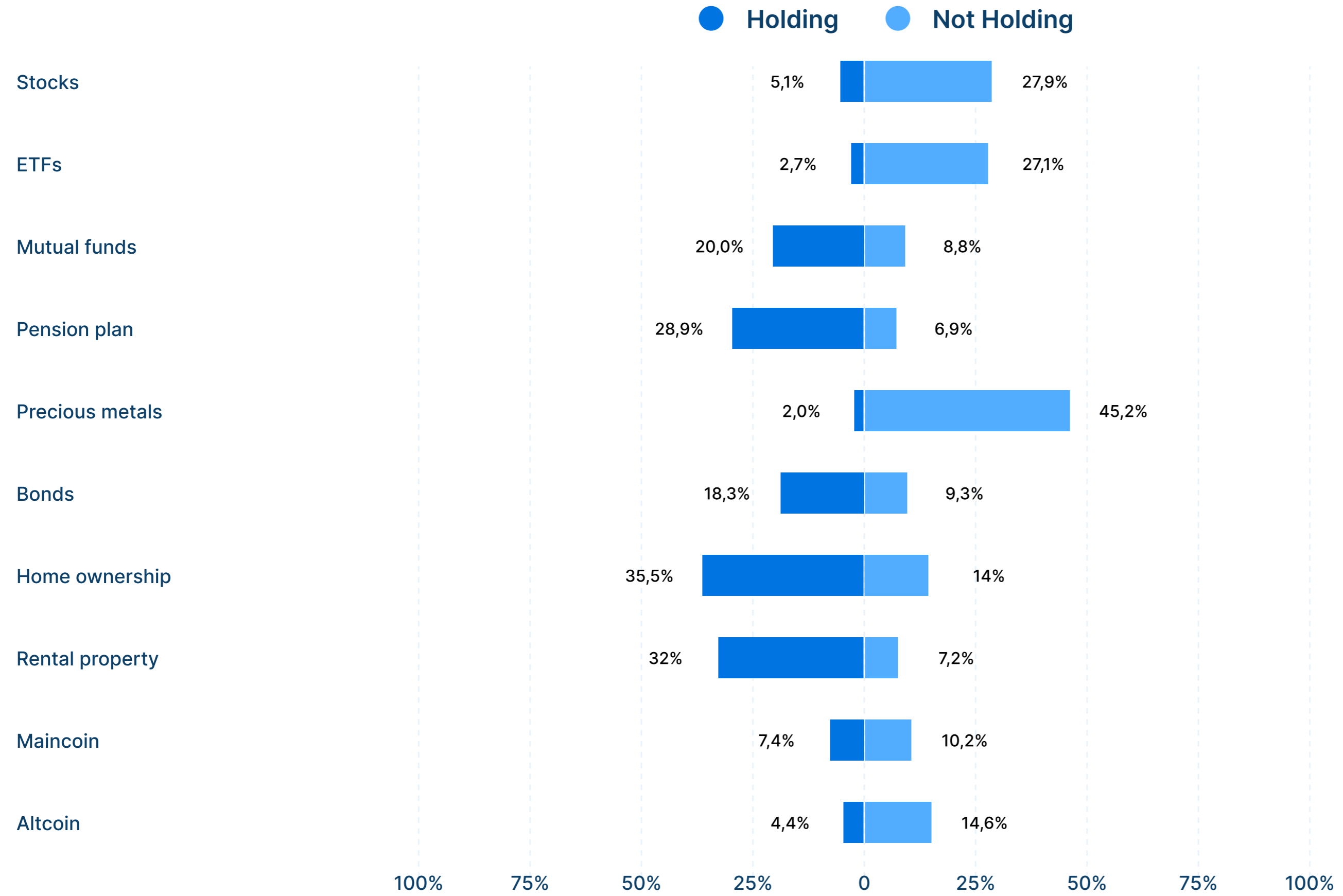
# Latin America – Current ownership by gender



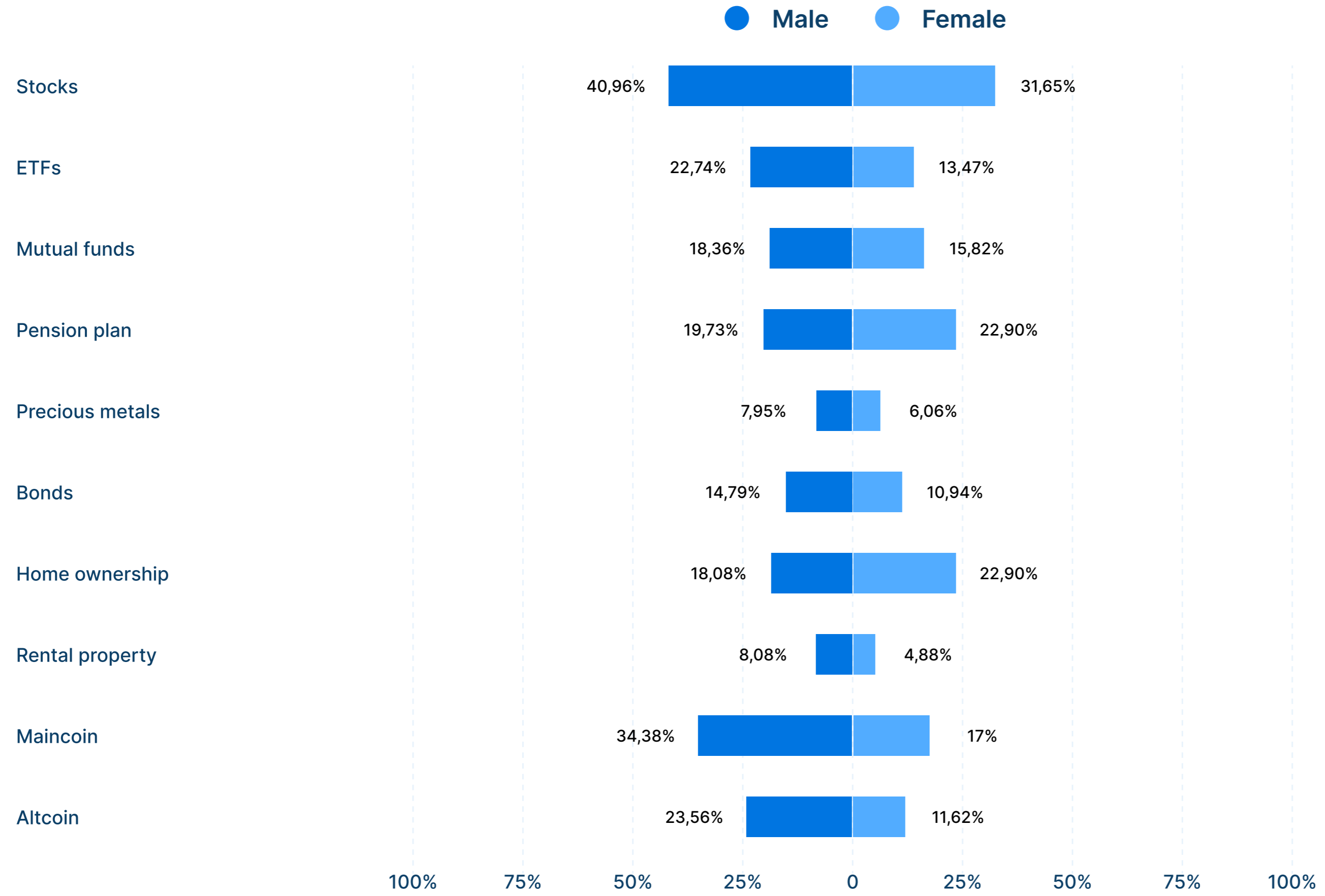
# North America – Current ownership by gender



# Consideration to invest by current ownership



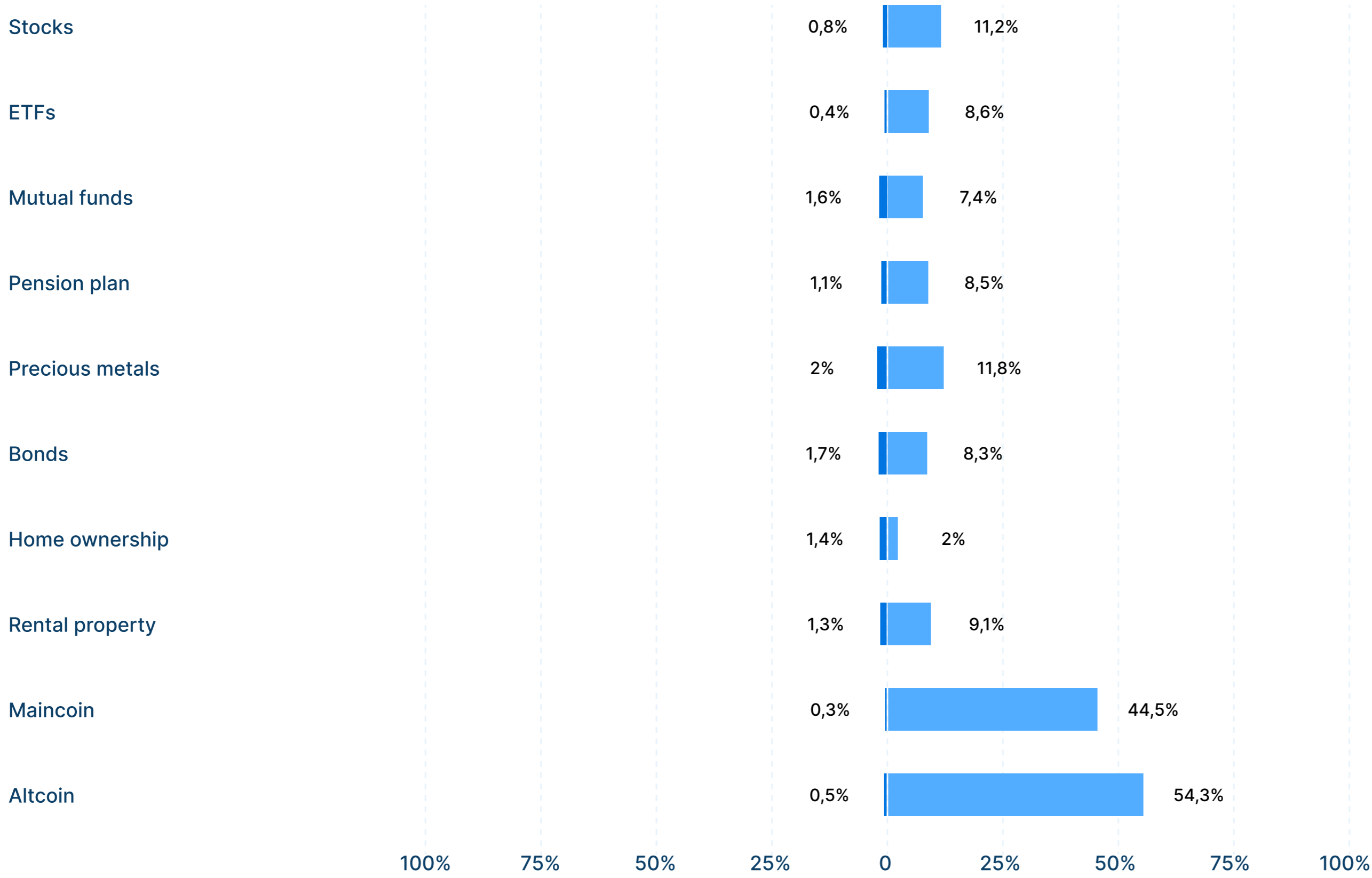
# Ownership in the last 5 years by gender



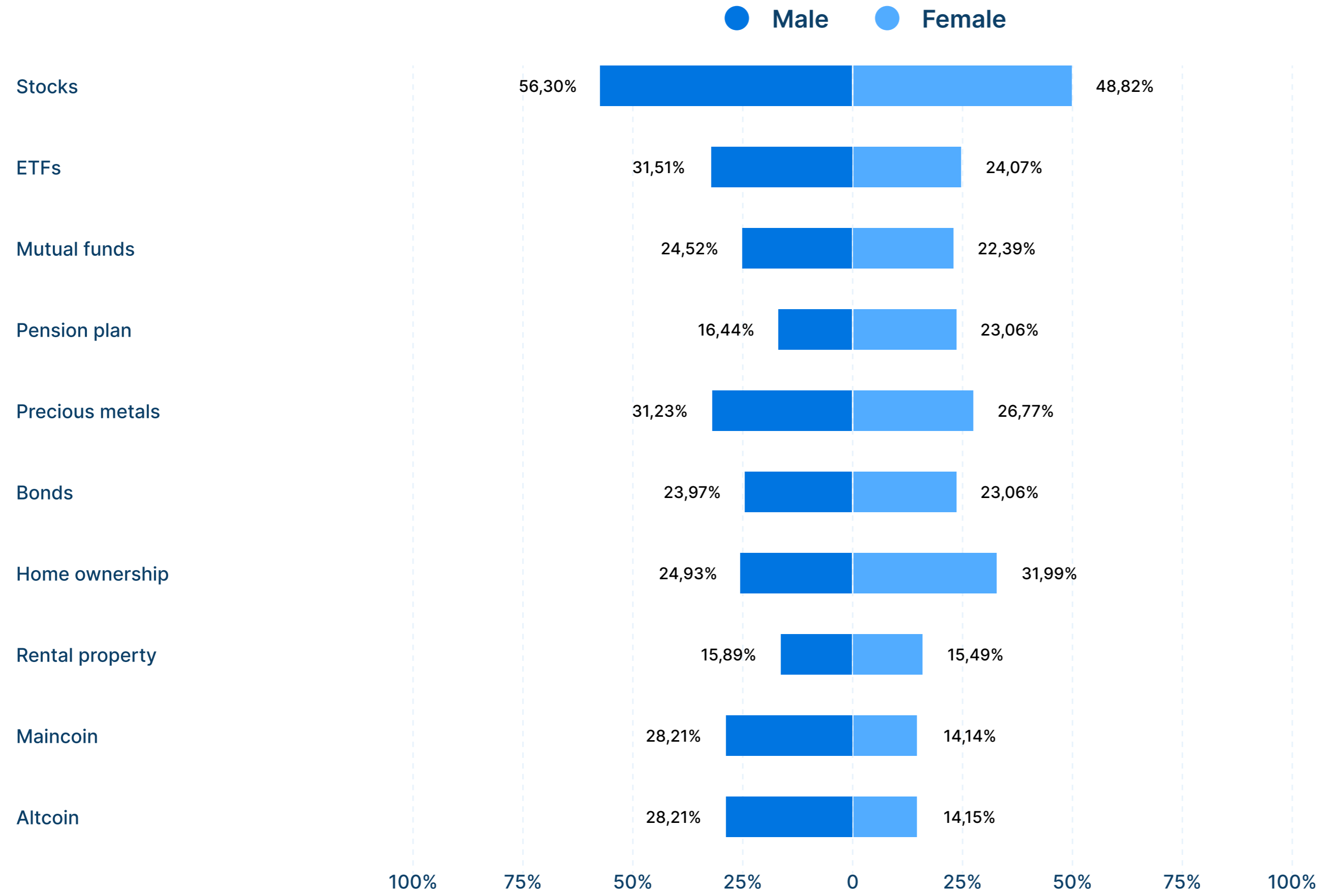
# Outright rejection to invest – Owners vs. non-owners

Will never buy (again)

● Holders ● Not Holding



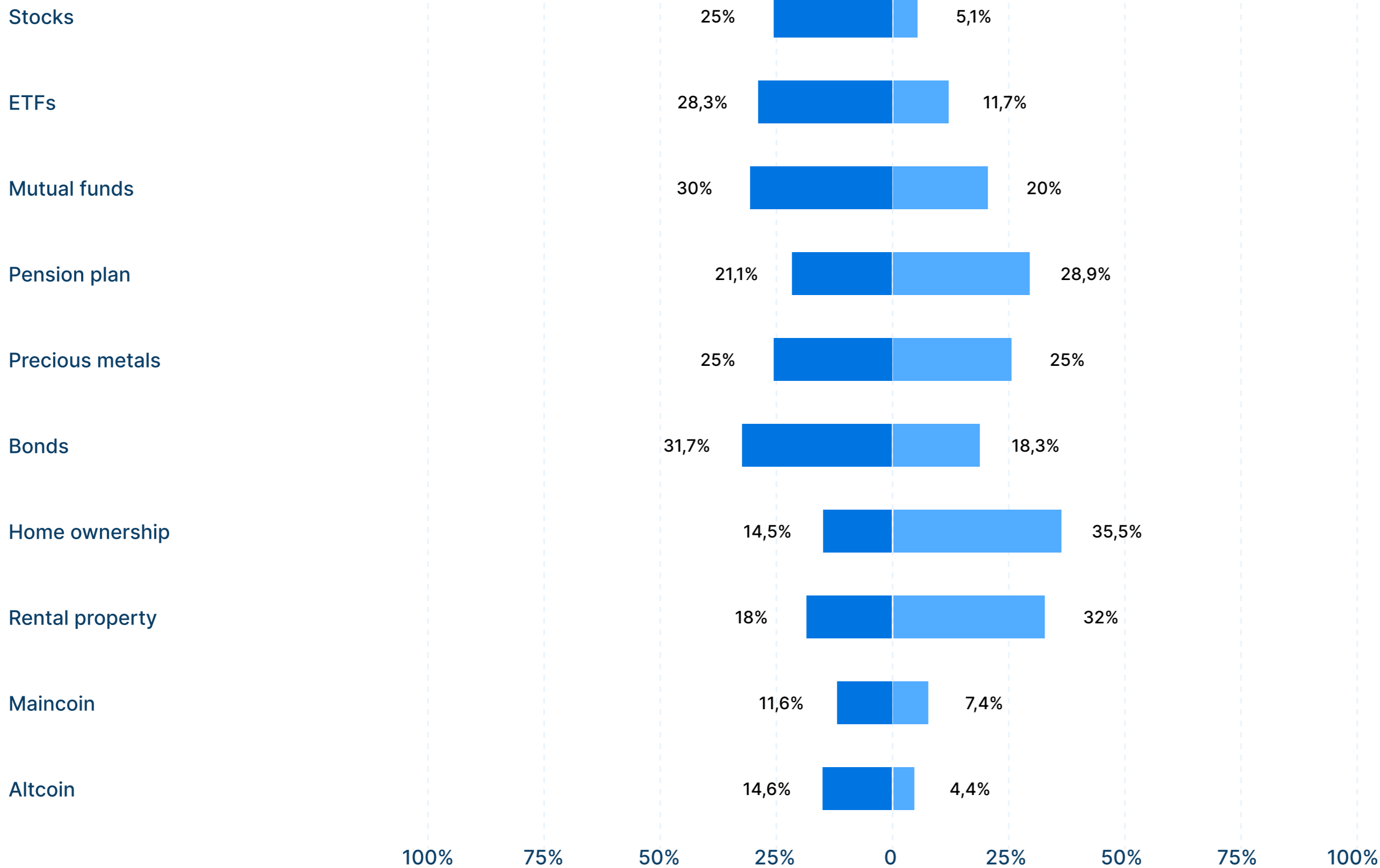
# Consideration to invest – men vs. women



# Consideration of current owners to invest again

Current owners considering to invest more

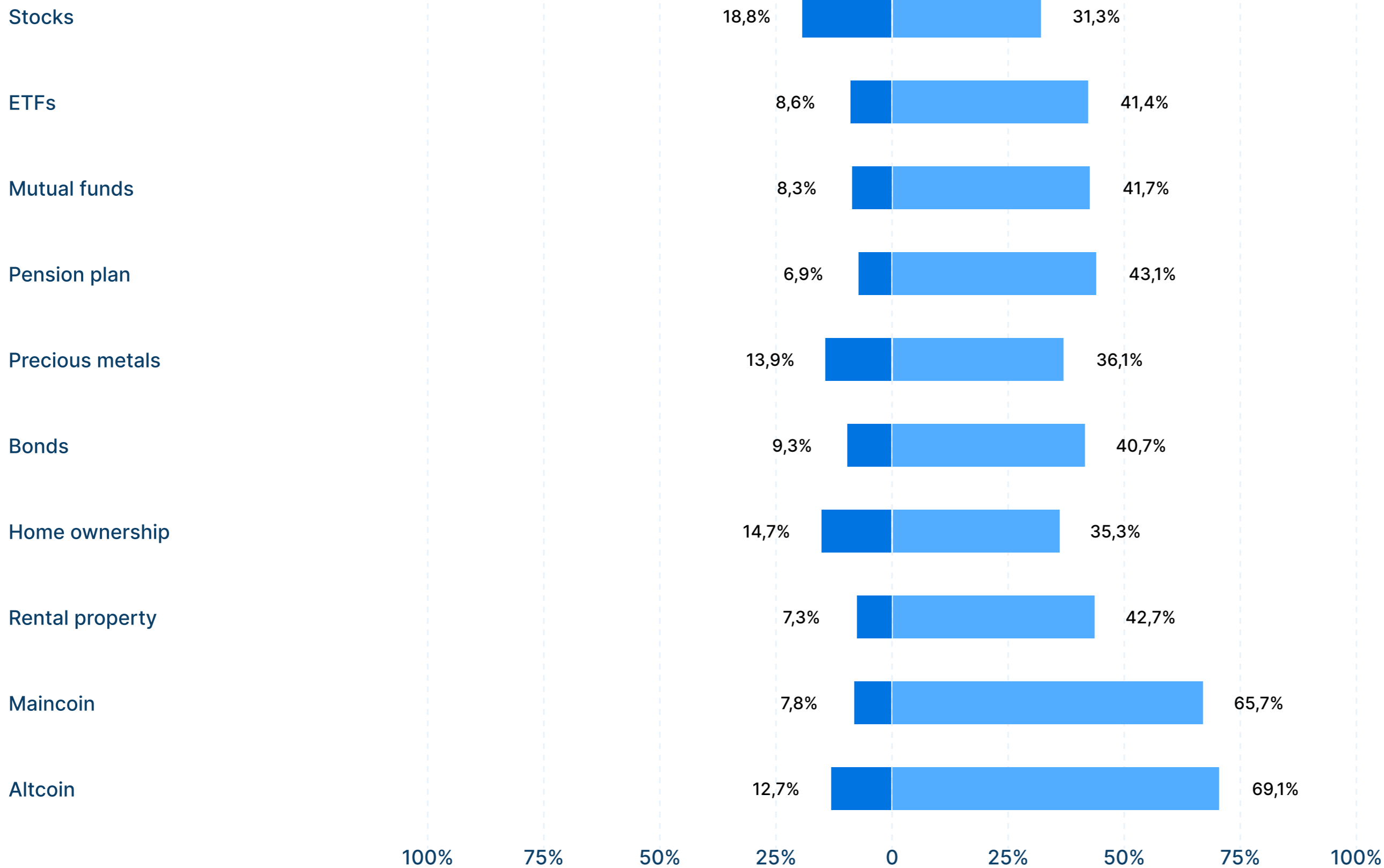
● Considered    ● Not under consideration



# People who never owned the asset class consideration to invest

## Never-owners considering to invest

● Considered ● Not under consideration

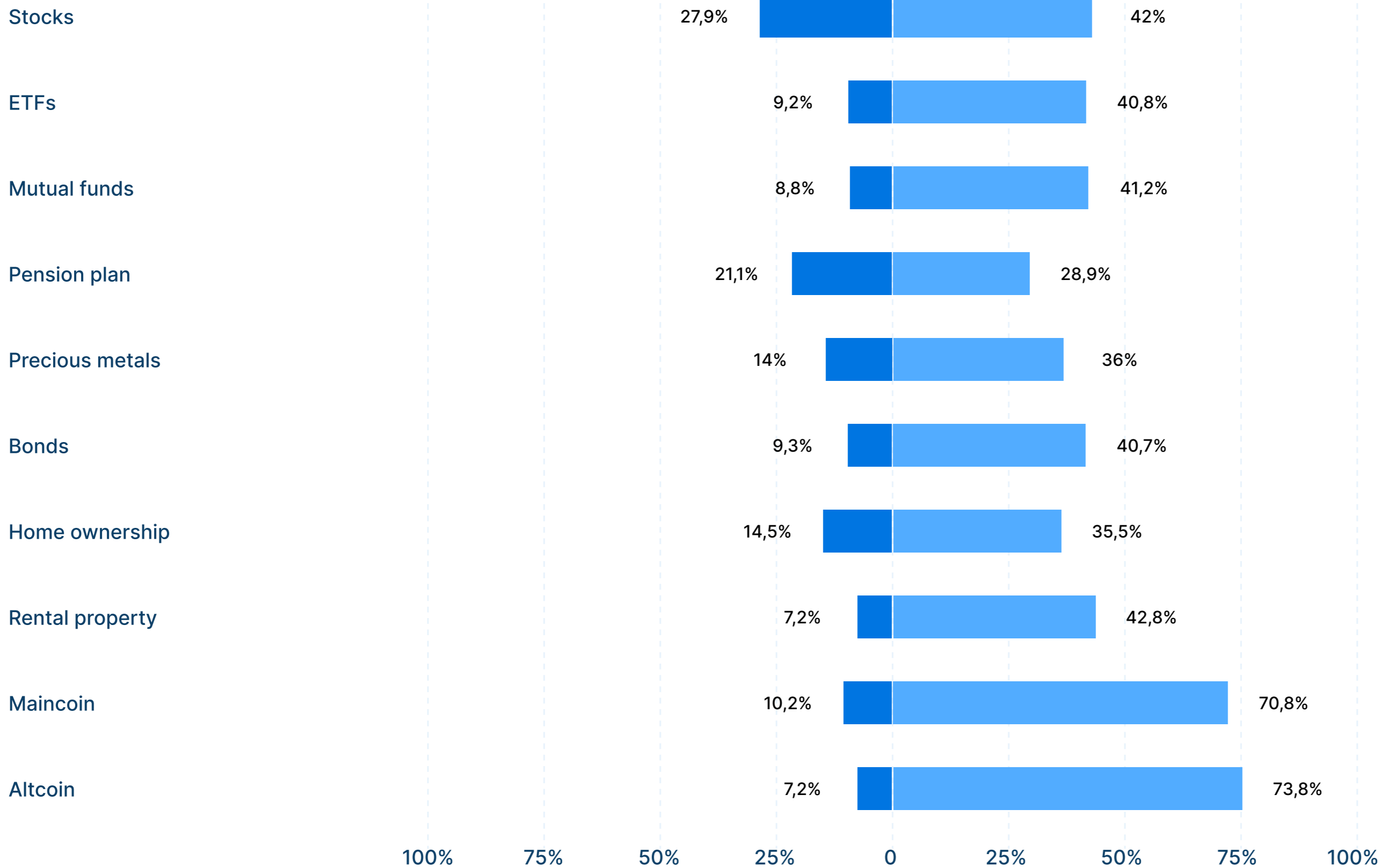




# People who currently don't own the asset class consideration to invest

## Non-owners considering to invest

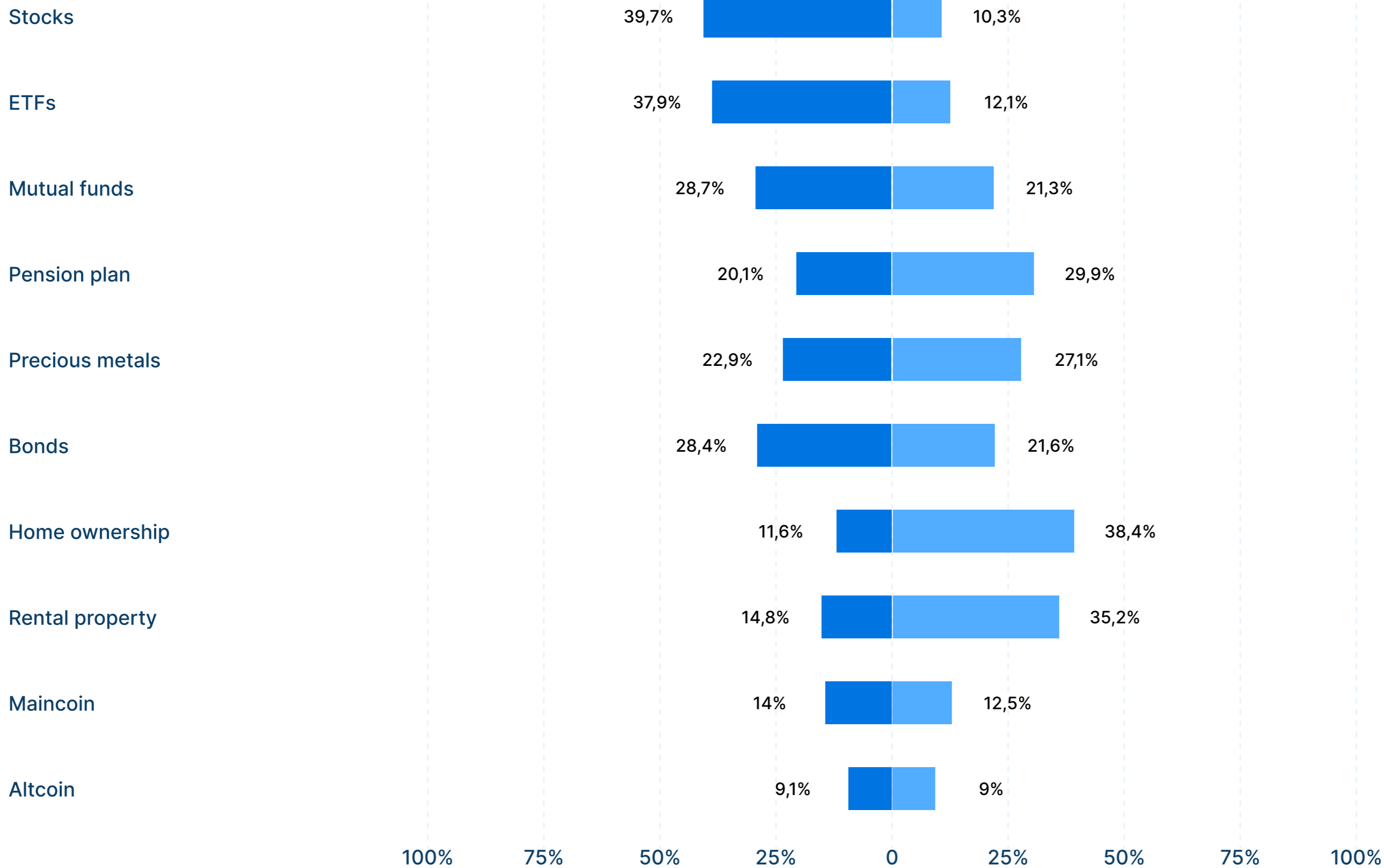
● Considered ● Not under consideration



# People who used to own the asset class consideration to invest

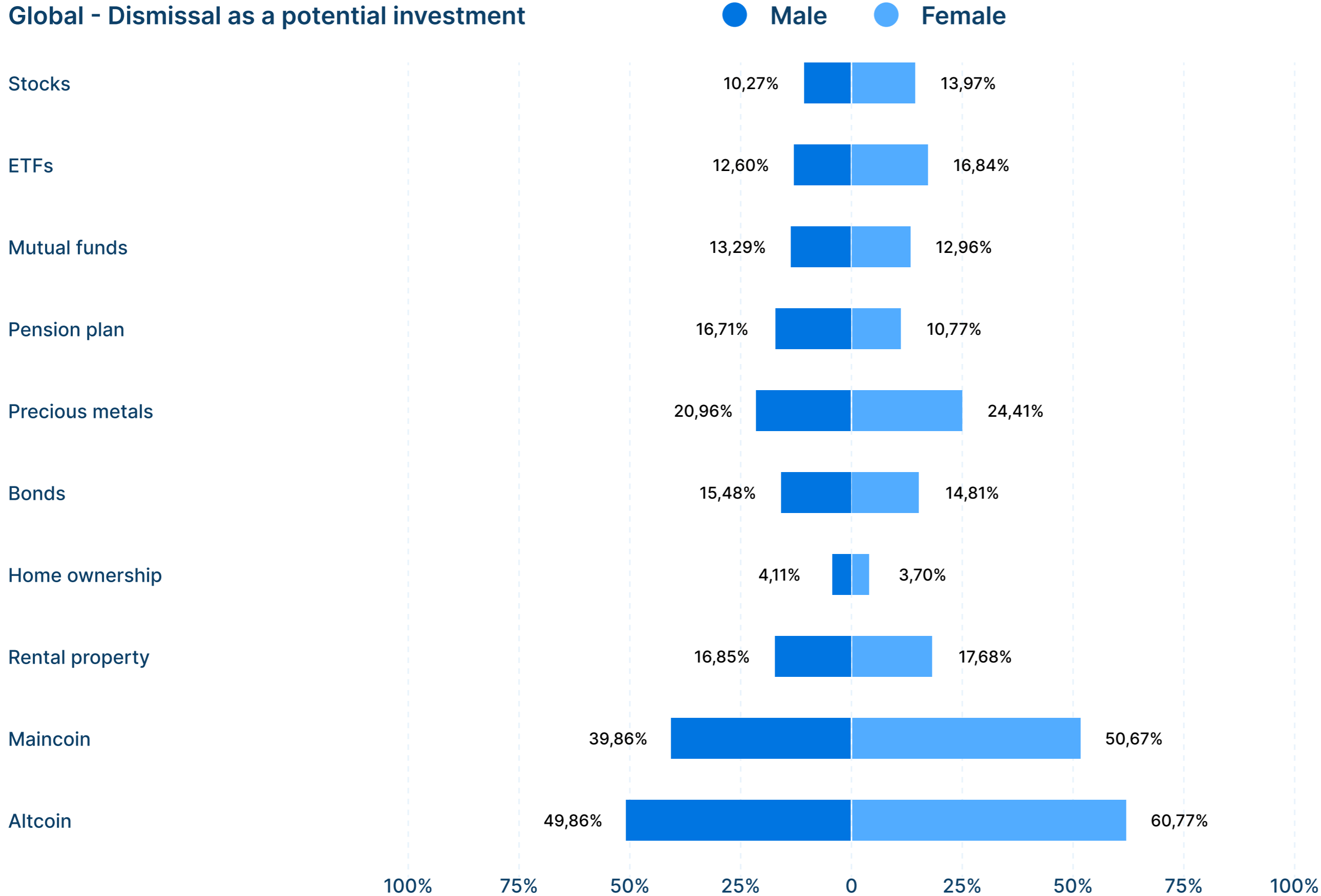
## Past owners considering to invest again

● Considered    ● Not under consideration



# Dismissed outright as a potential investment by gender

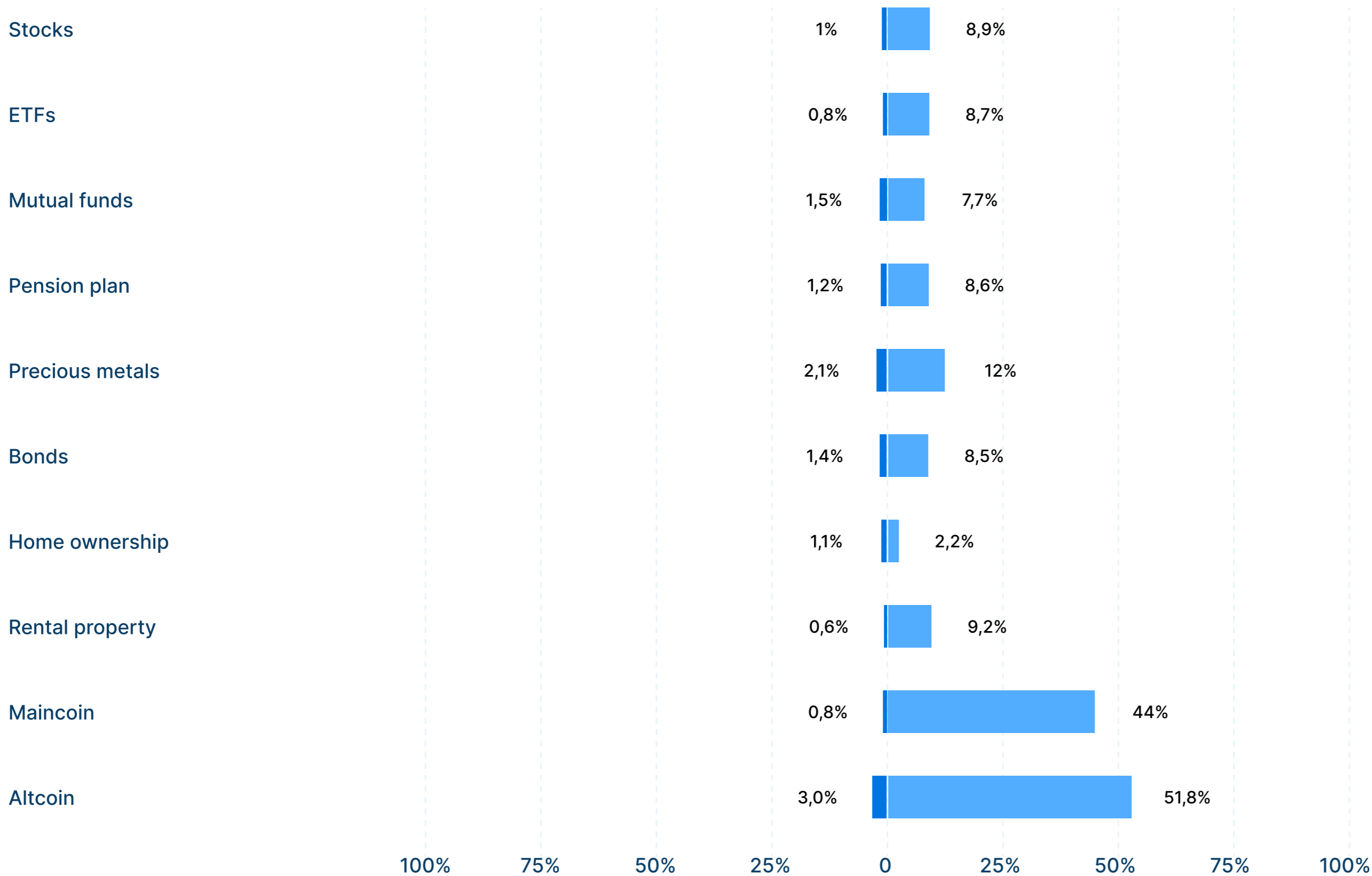
## Global - Dismissal as a potential investment



# Dismissed outright as an investment by past ownership

Will never consider to buy

● Recent Owners ● Never owned before





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