

AT A GLANCE

Welcome to the 2021 Global Entrepreneur and Family report by BNP Paribas Wealth Management

PART 1: Global Overview for Entrepreneurial Investments

BNP Paribas Wealth Management has interviewed 920 of the most successful entrepreneurs and multi-generational families from around the world to uncover the investment strategies that have driven their portfolio allocation in 2021 and beyond!

Methodology



920
Elite entrepreneurs and
multi-generational families interviewed



From **4**
continents (USA, Europe, Middle East, Asia)
spanning 19 countries



\$17.2million
average investable wealth

Discover the future investment strategies of successful
entrepreneurs and leading families

Download the report

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Key Findings

**Private equity and
real estate**
had enduring appeal to
Ultrapreneurs during the
COVID-19 crisis

52%
are more likely now than 6-12
months ago to consider **credit**

**Smart technology,
portfolio diversification
and energy transition**
are the most popular
investment themes for 2021

Equities

have topped US and
European entrepreneurs'
portfolio allocations for
the third year

25%

are holding more **cash**
than required right now

**Inflation, volatility,
the changing tax
environment and
corporate debt**

are the biggest threats

About BNP Paribas Wealth Management

BNP Paribas Wealth Management is a leading global private bank and the largest private bank in the Eurozone with €402 billion worth of assets under management as at March 2021. Present in three hubs in Europe, Asia and the United States, it employs over 6,800 professionals who support High-Net-Worth and Ultra-High-Net-Worth individuals in protecting, growing and passing on their assets. The bank aims at building a sustainable future by combining its deep expertise and reach with its clients' influence and desire for impact. The bank was recently named Best Private Bank in Europe, in North Asia, in US West and in the Middle East.

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