

DECODING Savers



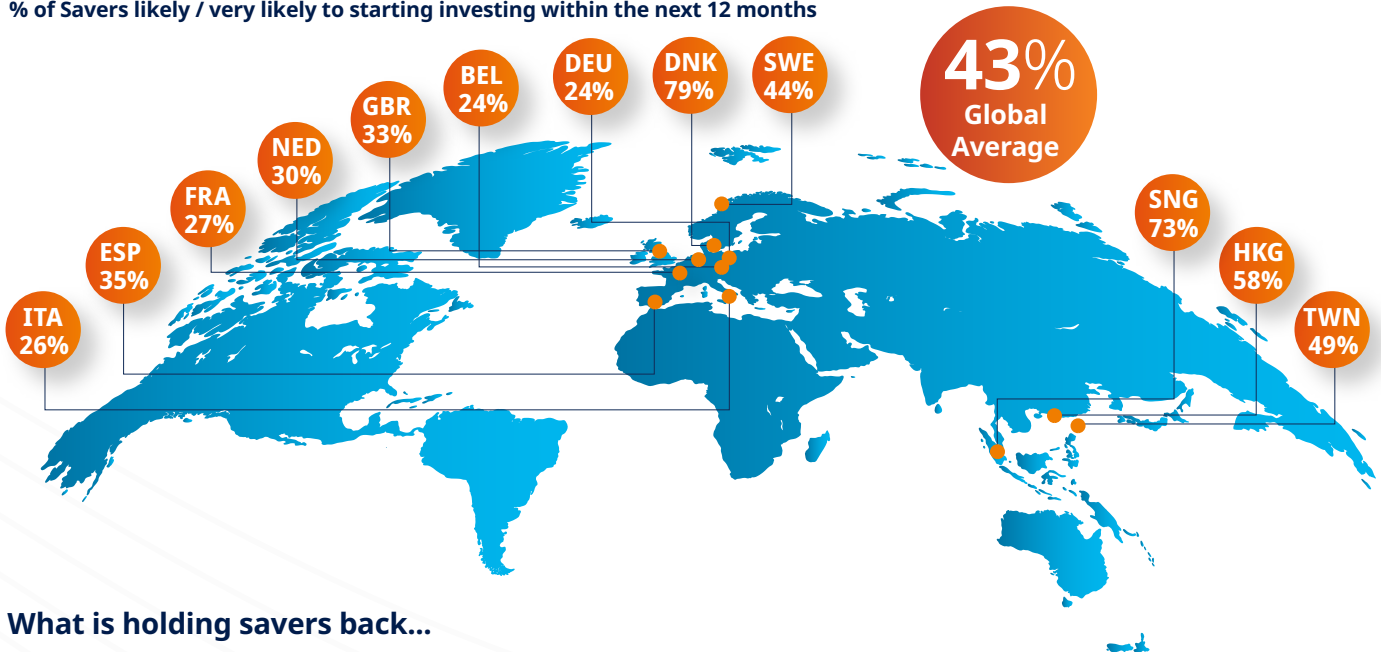
People with savings but no investments are not simply disinterested. Many save actively and understand investing's long-term value, but low confidence and uncertainty about risk hold them back.



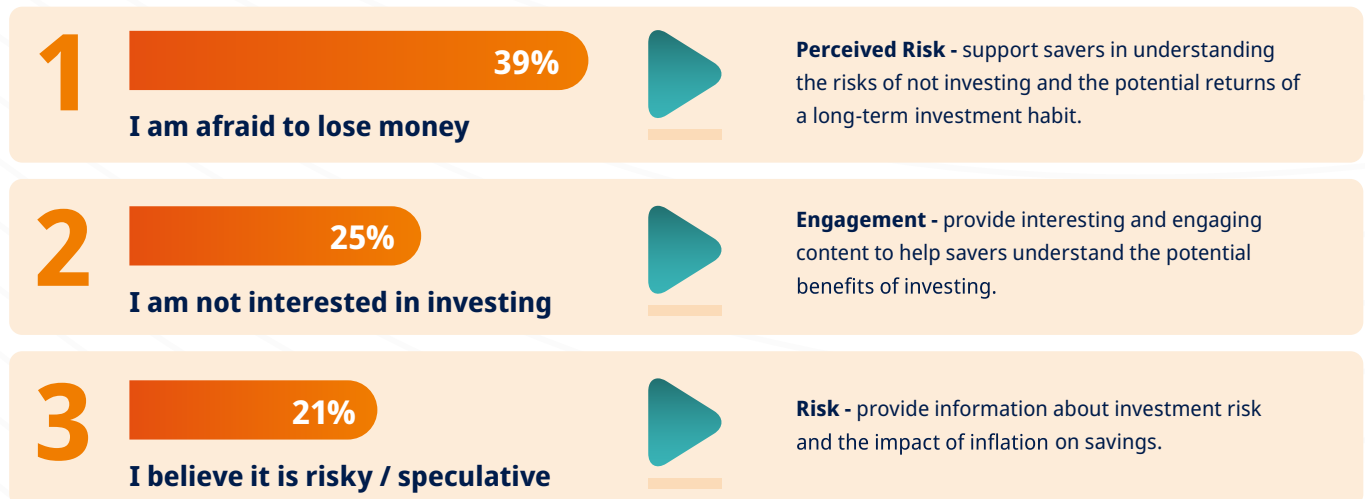
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Despite these barriers, we see appetite from savers to start investing, providing an opportunity for providers around the world to help them on this journey.

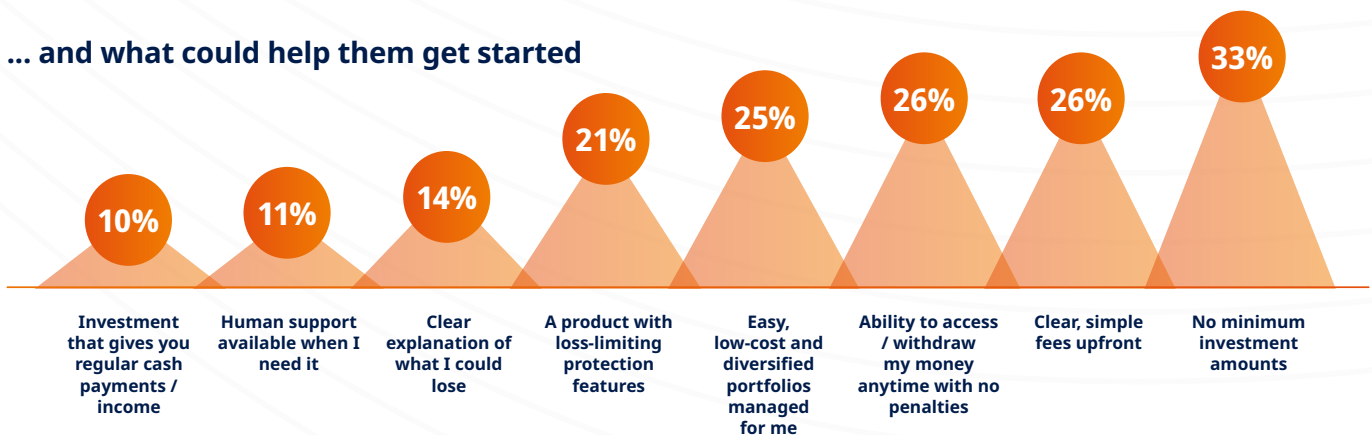
% of Savers likely / very likely to starting investing within the next 12 months



What is holding savers back...



... and what could help them get started



IMPORTANT INFORMATION

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