

Billionaire Census 2023

ALTRATA



Thought leadership


WEALTH-X
An Altrata company

Billionaire Census 2023

ALTRATA

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Executive summary

- > 2022 brought the first annual decline in the billionaire population since 2018, falling by 3.5% to 3,194 individuals.** It was a year of heightened volatility for the world economy, which emerged from a global pandemic to a new war in Europe, a generational surge in inflation and deepening US-China tension. Total wealth declined by 5.5% to \$11.1trn, the second-largest annual fall in the past decade, although it only partially offset the double-digit surge recorded in 2021.
- > Billionaires whose fortunes are strongly attached to technology, healthcare and real estate lost more than 5% of their wealth in 2022.** Wealth showed more resilience – and experienced growth despite the overall decline – among those with fortunes highly attached to aerospace and defense, construction and engineering, as well as food and beverages. Billionaires aged 70 and upwards lost the least wealth in 2022 compared with their younger peers, recording a decline of just 2.2%.
- > North America registered falls in its billionaire population (and combined wealth) for the first time in four years.** Still, it retained its status as the leading billionaire region – declining by 2.3% to 1,011 individuals, a 32% global share. Asia recorded the largest falls in billionaire numbers and wealth of any region in 2022; the billionaire population fell by 7.1% to 835 individuals. In Europe, the billionaire population declined by 2.2% to 933.
- > Billionaires differ by age group.** Billionaires have a median age of 67; those aged between 50 and 70 make up just shy of a majority. “Younger” billionaires (those under 50) account for just 10% of the billionaire population. Women are more highly represented among the under-50s (although they account for under a fifth) as are the heirs of solely inherited wealth, technology is the second most-common primary industry (following the dominant banking and finance sector), while sport is the leading hobby.
- > Of the top-ranked cities, Singapore made the strongest gains in billionaire numbers, becoming home to 54 billionaires in 2022.** Cities remain as popular as ever, with the top 16 cities accounting for a stable 30% or so of the world’s billionaires. The US is home to four – New York, San Francisco, Los Angeles and Chicago – of the top 16 billionaire cities, while Asian cities account for seven in this list (with Hong Kong and Beijing in second and sixth place respectively).
- > Of the 1,000 people who are most well connected to billionaires, over a third are billionaires themselves.** Many others are ultra wealthy. Indeed, once they become a client or donor, their value as an introducer to other billionaire and wealthy prospects should not be overlooked. The connections they bring as individuals offer huge opportunities for organizations to acquire additional valuable clients or donors.

Introduction

The latest edition of the *Billionaire Census* — the second to be published by **Altrata** and **the 10th powered by Wealth-X data** — provides in-depth analysis of the world's billionaire population. While modest in number, the members of this global group hold immense wealth, with a collective net worth in excess of \$11trn. In an era of historic wealth generation, the billionaire class wields a significant and still-growing influence over the global economy.

We begin with an overview of billionaire developments in 2022, a year of extremes, in many respects, as wealth markets responded to a diminishing global pandemic, a war in Europe, elevated inflation and a rare new cycle of monetary tightening. We highlight the varying resilience of billionaires' wealth based on their portfolio exposure to different industries, touching also on the impact across different billionaire wealth tiers.

We then move on to examine in more detail the recent performance across the global billionaire population and changes in cumulative wealth, presenting global wealth drivers, a breakdown of regional trends and a ranking of the leading billionaire countries and cities.

The report shines a spotlight on the different age groups of the global billionaire population. Age is more than just a number — an understanding of how the characteristics and activities of the billionaire class can differ by age is hugely important for companies and organizations that engage with and target the super rich. We examine facets such as gender split, wealth source, primary industry, asset allocation, top interests, and philanthropic activity, and highlight the extent to which they differ by age group.

Using insights from **ReISci** (another Altrata company), we conclude by shedding light on those individuals who are best connected to billionaires, and who offer huge and often-overlooked value as introducers to other billionaire and wealthy prospects.

Wealth-X's comprehensive database provides unrivalled insight into the status of the world's wealthiest individuals and their characteristics, making it an essential read for any provider looking to prospect for and engage with individuals in this highly exclusive group.

Key definitions

Ultra high net worth (UHNW) individuals

Those with a net worth of \$30m+ (also referred to as the "ultra wealthy").

Very high net worth (VHNW) individuals

Those with a net worth of \$5m to \$30m.

The billionaire class in 2022

Hitting the brakes

The billionaire population fell by 3.5% in 2022 to 3,194 individuals. This was the first annual decline since 2018 and it more than reversed the previous year's gains. Even by recent standards, 2022 was a year of heightened volatility for the world economy, which emerged from a global pandemic to a new war in Europe, a generational surge in inflation, deepening US-China tensions and a reshaping of the geopolitical order. Monetary policy responded aggressively for the first time in more than a decade, prompting a broad reassessment of capital-market risk and returns.

For some among the ultra rich, this turbulent backdrop provided new opportunities to bolster their wealth holdings. For most, however, the focus turned to wealth preservation, which ultimately proved challenging, not least among tech tycoons. Total net worth of the billionaire class in 2022 declined by 5.5%, to \$11.1trn. This was the second-largest annual fall in the past decade, although it only partially offset the double-digit surge in billionaire wealth recorded in 2021.

The global economy at a glance

Select global indicators for 2022

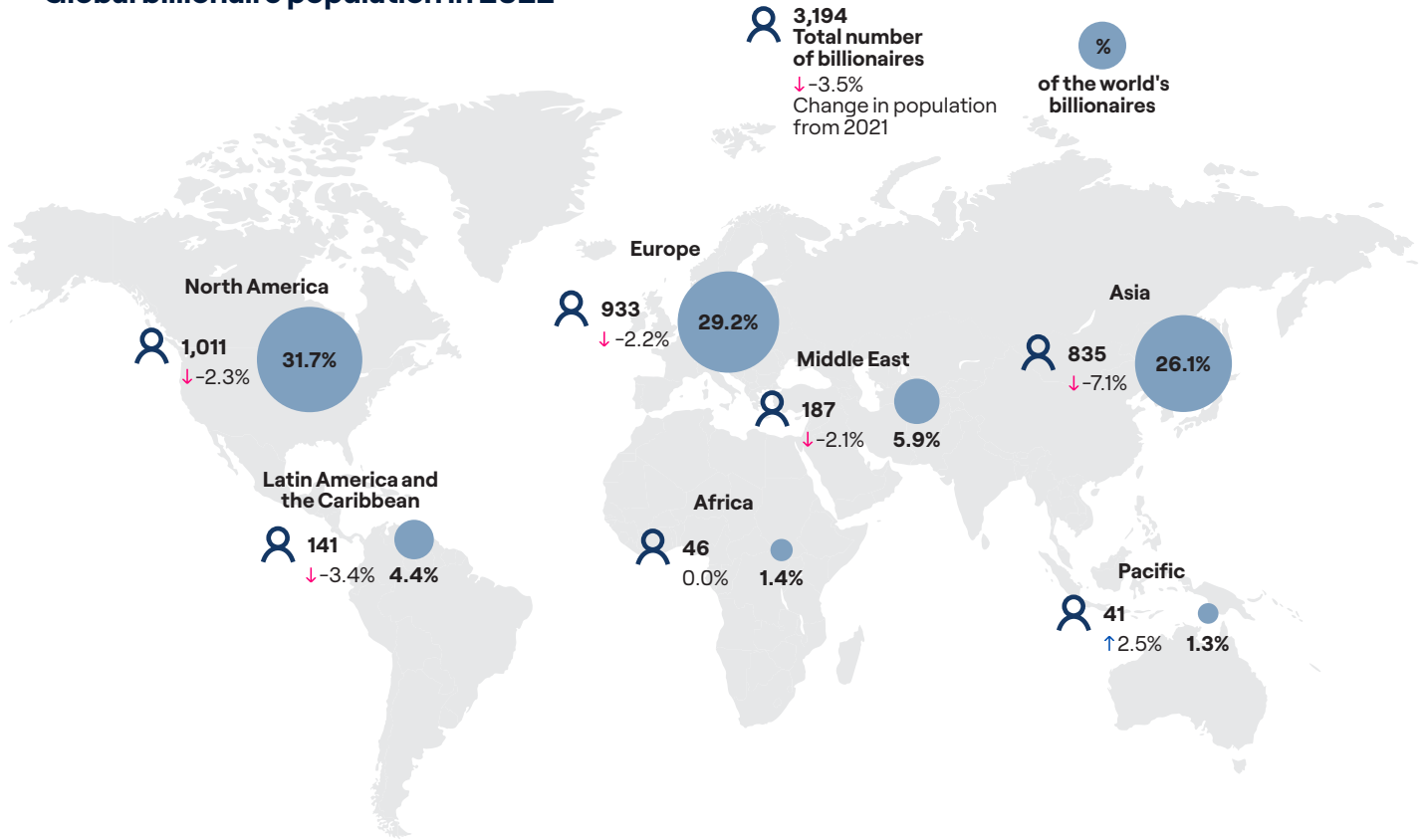
(year-on-year change)



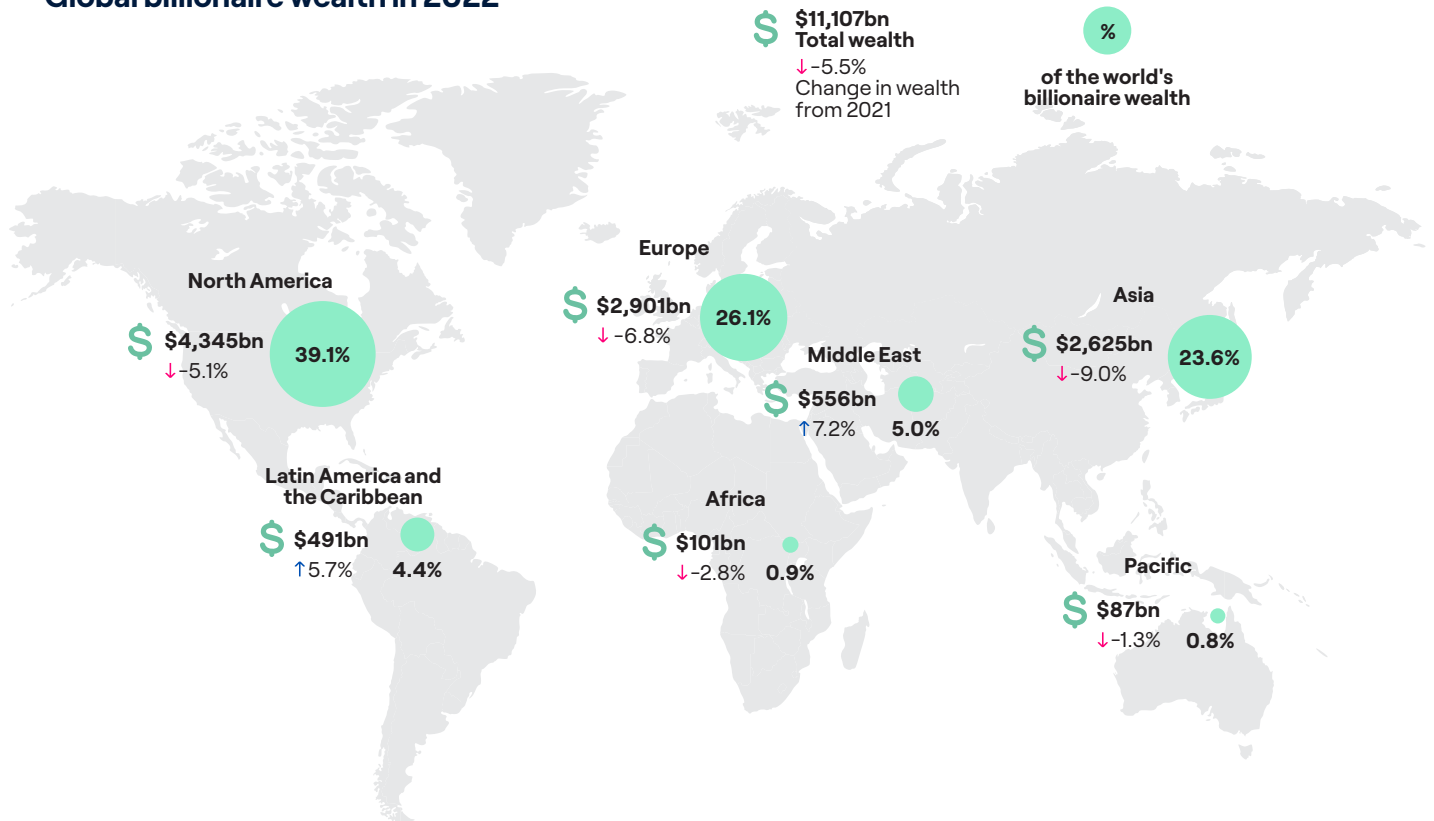
Sources: International Monetary Fund, *World Economic Outlook*, April 2023; Morgan Stanley Capital International (MSCI); PwC Global IPO Watch 2022; West Texas Intermediate Crude Oil.

Billionaires across the globe

Global billionaire population in 2022



Global billionaire wealth in 2022



Note: Data on the total or percentage of the world's billionaire population and wealth may not add up exactly or total 100% owing to rounding.
Source: Wealth-X, an Altrata company 2023



What drives growth in billionaire wealth?

A billionaire's wealth is held in various asset types, often in their business(es) and investments (in publicly listed or private companies), their cash holdings and their luxury assets, such as real estate, yachts, private jets, jewelry, art and more.

How the value of these assets changes year on year is shaped by a large number of factors, from global and domestic developments influencing economic growth, capital markets and currency movements, to more individual elements, such as a billionaire's business and investment strategy, their wealth planning, protection and tax strategies, as well as their philanthropic giving.

While many billionaires in the same country will be exposed to the same economic, political and regulatory developments (among others), no billionaire's asset structure is the same as another's, and the impact on their wealth will be different for each person.

Pockets of resilience

The shockwaves across the global economy, alongside a rapid tightening of financial conditions, represented a step-change for the worse across most wealth markets and sectors in 2022. However, this was by no means a uniform trend, as can be seen in the varying resilience of billionaires' wealth based on their portfolio exposure to different industries.

Wealth resilience

Billionaire wealth performance of those strongly attached to one industry

Year-on-year average change by industry, US\$ terms

Low	Stable	High
Average individual wealth declined by more than 5% in 2022	Average individual wealth fell by up to 5% in 2022	Average individual wealth grew in 2022
<ul style="list-style-type: none"> ▪ Business and consumer services ▪ Energy ▪ Healthcare ▪ Retail ▪ Technology ▪ Transportation 	<ul style="list-style-type: none"> ▪ Automobiles ▪ Banking and finance ▪ Communications ▪ Hospitality and entertainment ▪ Industrial conglomerates ▪ Manufacturing ▪ Materials ▪ Media ▪ Real estate ▪ Textiles, apparel and luxury goods 	<ul style="list-style-type: none"> ▪ Aerospace and defense ▪ Construction and engineering ▪ Food and beverages ▪ Shipping, packaging and distribution

Note: Resilience ranges will differ by year, dependent upon the overall performance of wealth. Individuals are "attached" to a particular industry if they had public holdings in that industry equivalent to 50% or more of their total wealth at the start of 2022. As a result of these criteria, we focus on those individuals with a particularly high exposure to one industry. Based on US\$.

Source: Wealth-X, an Altrata company 2023

The wealth of billionaires strongly attached to technology, healthcare and retail struggled...

Billionaires whose wealth was concentrated in the technology and "new economy" sectors were among the most badly affected, reflecting a sharp repricing of equity valuations as interest rates moved higher. Billionaires connected to healthcare took a hit, as such stocks were also a notable underperformer, given the diminishing Covid-19 virus risks in many countries (China being an obvious exception) and reduced government support across health-related sectors. Rising borrowing costs and risk aversion triggered a slowdown in real estate markets across the world, although this marked only a minor correction from the dynamic gains of recent years.

... while recovering post-pandemic activity supported a more resilient trend for billionaires particularly exposed to other sectors

Wealth holdings with a focus on retail and consumer-facing industries were relatively exposed, yet despite soaring cost-of-living pressures, war-related uncertainty and weakening economies, durable profit margins helped to bolster some consumer staples, particularly food and beverages. A resilient trend in billionaire wealth was also evident among those with portfolios focused on aerospace, shipping and construction. To some extent, this reflected the transition of the global economy after several years of pandemic disruption, with business supply chains and global trade recovering, investment projects reviving and a bounce-back in travel and tourism. Defense was also a channel for wealth creation, as the war in Ukraine increased demand for military equipment and a wider reappraisal of countries' defense spending plans.

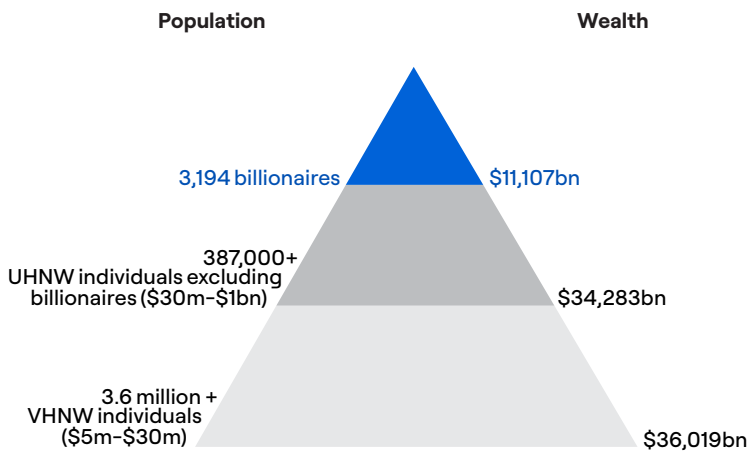
Wealth distribution

> An outsized share of wealth

Billionaires account for a considerable proportion of global wealth, even among the wealthy. In 2022, the billionaire population of 3,194 individuals represented just 0.8% of the global UHNW class — those with \$30m+ in net worth — yet held an outsized 24% share of total UHNW wealth. Among the 4 million or so VHNW individuals with \$5m to \$30m, the contrast is even more stark, with the number of billionaires representing less than 0.1% of the VHNW population but almost a third of its wealth.

The global wealthy by tier

Population and global wealth by major wealth tier in 2022*



*The 2022 numbers for the population and wealth for the UHNW and VHNW tiers are estimates.

Note: The size of the pyramid segments pertains to wealth, not population.

Source: Wealth-X, an Altrata company 2023

Billionaires account for less than 1% of the global ultra wealthy class yet they hold 24% of this group's total wealth.

> Wealth losses concentrated in the upper wealth tiers

The varied wealth performance in 2022 in terms of industry focus was mirrored, to some extent, by changes across the billionaire wealth tiers. There was a decline in billionaire numbers in each of the five main wealth brackets, but particularly striking were the larger relative falls in the two uppermost tiers. Although partly a reflection of the smaller absolute size of their billionaire populations, this was a marked reversal of the trend of recent years, whereby net worth gains in the global billionaire class were increasingly concentrated among individuals at the very top of the wealth pyramid. This is partly explained by the above-average representation in the highest wealth tiers of tech-focused billionaires and the more extreme volatility of market-driven wealth movements across the technology sector.

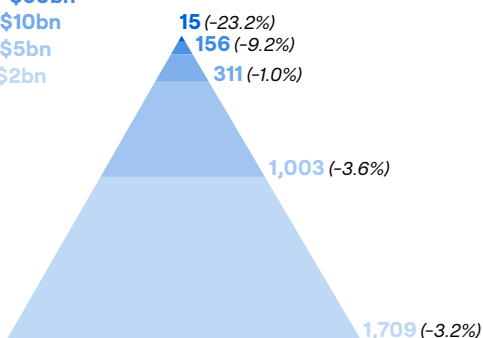
Wealth tiers

Billionaire population by wealth tier in 2022

(year-on-year change)

Wealth tier

- \$50bn+
- \$10bn-\$50bn
- \$5bn-\$10bn
- \$2bn-\$5bn
- \$1bn-\$2bn



Source: Wealth-X, an Altrata company 2023

In terms of the overall billionaire distribution by wealth tier, just over half of the global population is in the “lowest” billionaire wealth bracket, with each individual having a net worth of between \$1bn and \$2bn. A further one-third has a net worth of \$2bn-\$5bn. Grouped together, this cohort of 85% of billionaires controls less than half of total billionaire wealth.

Those with a net worth of between \$5bn and \$10bn comprise 10% of the global billionaire class. This cohort registered the lowest percentage fall in its population size in 2022. A privileged group of 171 billionaires, each holds a fortune in excess of \$10bn and, of those, an exclusive 15 individuals (a 0.5% global share) have a net worth of more than \$50bn.

Regional, country and city performance

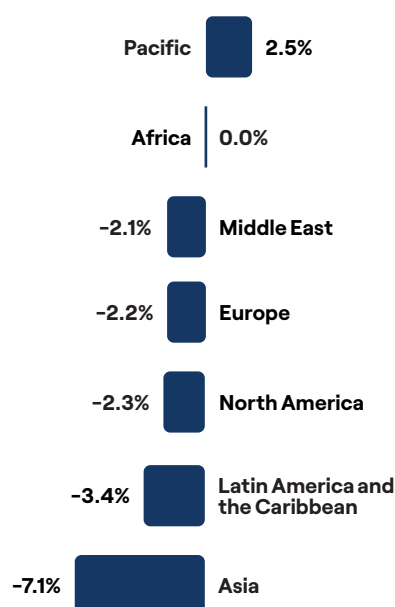
North America

Equity slump drives 5% fall in billionaire wealth

For the first time in four years, North America registered falls in its billionaire population and combined wealth, although it retained its status as the leading billionaire region. The number of billionaires declined by 2.3% to 1,011 individuals, a 32% global share. There was a larger contraction in net worth, which dropped by just over 5% to \$4.3trn (39% global share) – albeit a smaller decline than in Europe and Asia. The main hit to regional wealth holdings came from a slump in capital markets, spooked by aggressive policy tightening by the Federal Reserve (the US central bank) that signaled an abrupt end to the decade-long bull market in risk assets. Amid rising interest rates, higher inflation and investor caution, returns on US equities fell sharply, with the S&P 500 closing the year down 18% and the tech-heavy NASDAQ Composite index down 32%. Many fixed-income assets entered correction territory, with falls of over 10%. Wealth portfolios received support from resilient energy stocks, firm consumer spending and the US dollar, which appreciated against most major currencies, but this only partially offset the broad downturn in regional asset markets.

Performance by region

Annual change in billionaire population by region in 2022



Source: Wealth-X, an Altrata company 2023

Both billionaire population and wealth fell in North America for the first time in four years.

Europe

Billionaire portfolios hit by the broad fallout from the Russia-Ukraine war

Billionaire numbers in Europe fell on a similar scale to those in North America, by 2.2% to 933 individuals, but there was a larger relative decline in billionaire wealth, which dropped by almost 7% to \$2.9trn. Early-year optimism prompted by the lifting of pandemic lockdowns, which spurred a rebound in consumer-facing services such as travel and tourism, went into sharp reverse following Russia's invasion of Ukraine. Equity losses over the year were not as severe as those in the US, largely owing to the smaller weighting of slumping tech stocks in the region's indices. However, broader market sentiment was hit hard, as Russia's weaponisation of energy supplies (on which Europe was highly reliant) led to the rapid pass-through of inflationary shocks, disruption of business supply chains and an economic downturn. Wealth portfolios in the second-largest billionaire region came under further downward pressure from a fairly rapid tightening of monetary conditions, a slowdown in real estate markets (that had boomed over the pandemic) and currency depreciation against the US dollar.

Asia

Largest falls in billionaire numbers and wealth of any region

The third-largest billionaire region lost ground to its peers in 2022, experiencing a 7.1% decline in its billionaire population and a 9% drop in cumulative wealth. Economic activity and market sentiment were constrained by China's strict zero-Covid lockdown (lifted in December) and the "risk-off" effects of the war in Ukraine, which inhibited exports, disrupted supply chains and depressed stocks across the

region, particularly in tech-heavy markets such as South Korea and Taiwan. Wealth portfolios also suffered as a result of the strong US dollar appreciation. This triggered volatility across Asian asset markets, as well as tighter monetary conditions, as regional central banks moved to support under-pressure currencies. India was a case in point, despite a comparatively robust economic performance. Japanese stocks were among the more resilient, as the Bank of Japan held to an uber-dovish stance, but this weighed heavily on the yen. Tightened state control over the real estate and technology sectors continued to weigh on Chinese assets.

Middle East

Wealth boost from commodities but dip in billionaire numbers

The world's fourth-largest billionaire region enjoyed a 7.2% rise in cumulative wealth, to \$556bn. This was driven by portfolio gains in the energy sector, as surging commodity prices over the first half of 2022 (and accelerated efforts in Europe to diversify energy supplies) boosted revenue for hydrocarbon-exporting countries. Developments contrasted across the region, however, with net energy importers struggling and soaring costs heightening economic pressures and social unrest. The billionaire population fell by 2.1% to 187 individuals. An initial boost for tourism-reliant economies faded as demand from Europe eased. Pressure on regional capital markets increased in the face of rising risk aversion in relation to emerging-market assets, which contributed to depreciation for those currencies not pegged to the US dollar.

Latin America and the Caribbean

Billionaire wealth gains from improved terms of trade

The number of billionaires fell at a similar rate to the global average, by 3.4% to 141 individuals, but Latin America and the Caribbean was one of only two regions (along with the Middle East) to see a rise in billionaire wealth, up 5.7% to \$491bn. With most of the larger wealth markets being major commodity exporters, regional asset portfolios were buoyed by improved terms of trade from higher prices. Capital and currency markets generally faced less disruption from the pass-through of US rate hikes than in most other emerging-market regions, as most Latin American central banks were ahead of the curve in 2021 in tightening monetary policy. Brazilian stocks, in particular, showed resilience, even in US\$ terms. Depreciation pressures in the region did build over the second half of the year, however, in response to global investors' flight to safety.

Africa and the Pacific

Modest falls in billionaire wealth

The comparatively small billionaire populations of both regions mean that caution is required when interpreting annual changes, but wealth developments (in net terms) were fairly modest in 2022 and slightly better than the global average. Cumulative wealth among Africa's unchanged total of 46 billionaires fell by 2.8% to \$101bn. Higher prices boosted the region's commodity producers, but wealth portfolios overall were hit by soaring import bills, tighter financing conditions, currency depreciation against the US dollar, and fairly widespread social unrest and political conflict. Billionaire totals for the Pacific – the region with the smallest population, equivalent to a 1.3% global share – largely reflect wealth changes in Australia. Combined net worth among the region's 41 billionaires dipped by 1.3% to \$87bn, prompted by the relative weakness in China (a major trade partner) and policy tightening, which affected capital-market returns and real estate activity.

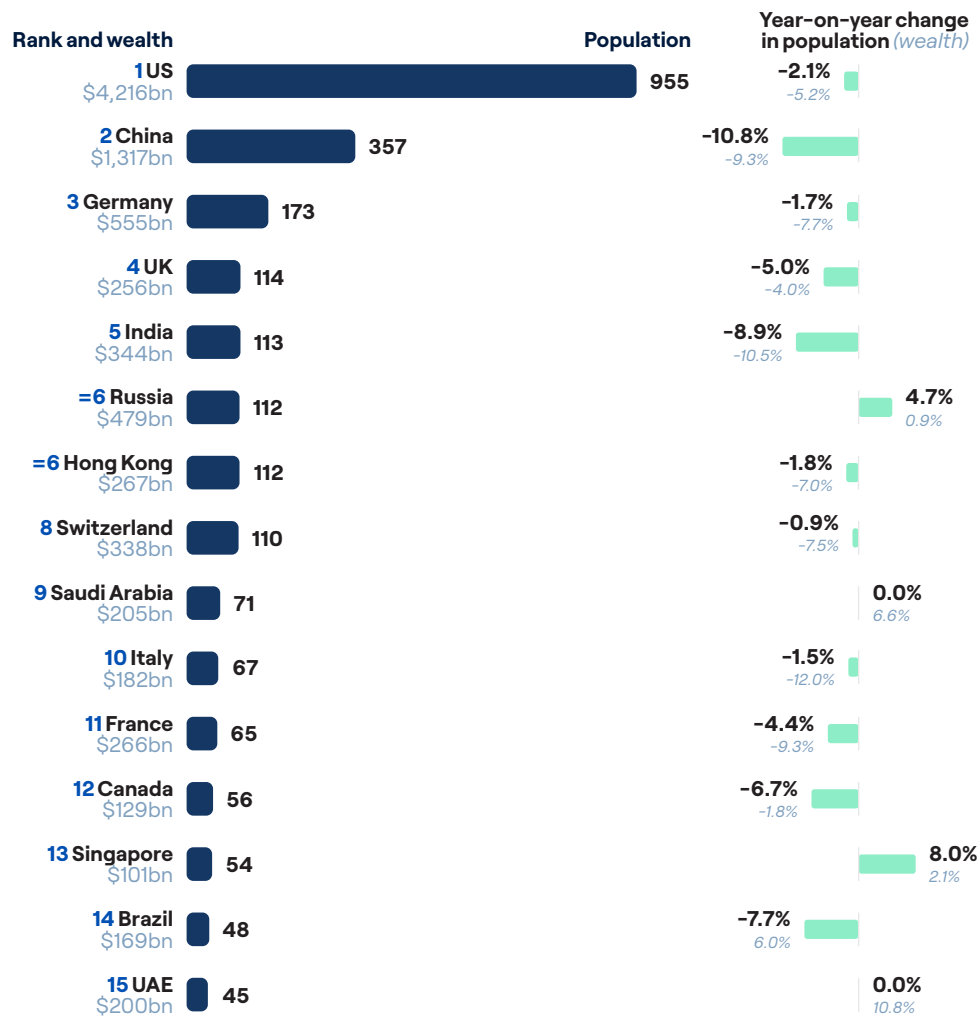


Top billionaire countries

The top 15 billionaire countries are home to three-quarters of the global billionaire population, underlining the influential status of this select group of wealth markets and the focused opportunities for companies and organizations that engage with the super wealthy. Here, we highlight some of the key country trends and recent changes in billionaire population size.

Top 15 billionaire countries

Billionaire population in 2022



Source: Wealth-X, an Altrata company 2023



Despite falling in 2022, the US billionaire population remains far and away the largest globally.

The population in the US fell but it remained the dominant billionaire country.

A 2% fall in billionaire numbers in the US was less than the global average but a worse performance than in eight of the top-15 countries. A sharp fall across capital markets was partly mitigated by the relative strength of the US dollar. The world's largest wealth market accounted for 30% of the world's billionaire population and 38% of total billionaire wealth. The US widened its lead over second-placed China, which recorded the largest proportional decline in billionaire numbers of any of the leading countries, amid sliding equities, Covid lockdowns, real estate strains and a subdued economy.

Third-ranked Germany has the largest billionaire population in Europe.

Europe's largest economy and wealth market, Germany, was more exposed than most to the fallout from the Russia-Ukraine war. It recorded only a modest fall in billionaire numbers but this was accompanied by a near 8% drop in cumulative wealth. The UK lost a little

ground to Germany in terms of billionaire population, which declined by an above-average 5%, but with India experiencing an even larger drop, the UK narrowly claimed the status of the fourth-ranked billionaire country. There is very little to choose between the size of the billionaire populations of the UK, India, Russia, Hong Kong and Switzerland.

Changes in billionaire numbers and wealth varied sharply among the leading countries.

Just two of the top-15 countries, Singapore and Russia, increased their respective billionaire populations in 2022. There were modest falls across most other large markets but substantial declines in China, India and Brazil. Movements in billionaire wealth were even more varied, ranging from double-digit falls in Italy and India to robust gains in the UAE, Saudi Arabia and Brazil. Given a broad downturn in global capital markets, this illustrates the diversity of billionaires' wealth holdings at an individual and country level, and the very uneven impact of geopolitical events on different wealth markets.

Top billionaire cities

The distribution of billionaire wealth across regions has evolved steadily over the past decade, but the allure to the wealthy of the high-end business, cultural and lifestyle opportunities offered by global cities remains strong. As a result, movements in the city rankings tend to be modest. Below, we highlight some of the structural drivers and recent changes in the top 16 cities ranked by billionaire population.

Top 16 billionaire cities

Billionaire population in 2022

		Year-on-year change (number of individuals)
1	New York 136	-2
2	Hong Kong 112	-2
3	San Francisco 84	-1
4	Moscow 76	+1
5	London 75	-2
6	Beijing 61	-2
7	Los Angeles 58	-1
8	Singapore 54	+4
9	Shenzhen 42	-2
10	Mumbai 39	-1
11	Dubai 38	-
12	Hangzhou 34	-1
=13	Istanbul 33	-
=13	São Paulo 33	-1
=15	Chicago 32	-1
=15	Paris 32	-1

Source: Wealth-X, an Altrata company 2023

The top 16 cities were home to 29% of the billionaire class in 2022.

In contrast to the fall in the global billionaire population, the number of billionaires across these¹ cities was largely unchanged from a year earlier. This implies a slight increase in the cities' share of the billionaire class, although the five-year trend has been broadly stable at around 30%.

Changes in billionaire numbers across the leading cities were comparatively small, despite the turbulent backdrop.

Two cities recorded an increase in their populations, with the strongest gains in Singapore, whereas 12 recorded a drop in billionaire numbers, although the falls were modest in all cases. There were minor changes in the city rankings, with fourth-ranked Moscow edging ahead of London (a reversal of developments in 2021) and São Paulo dropping one place. Billionaire numbers are very similar among the lower-ranked cities.

New York maintained its lead at the top of the rankings, ahead of Hong Kong.

As the financial center of the world's largest wealth market and the biggest regional economy in the US, New York is the global billionaire capital. The city's uber rich population fell slightly but remained larger than that of almost every country in the world, with the exception of China and Germany. Hong Kong recorded a similar dip in billionaire numbers, retaining its prominent second-ranked position. Wealth portfolios were slightly less exposed to the capital-markets slump than in the US, but political developments continued to weigh on Hong Kong's attractiveness to non-financial international firms.

The US and China each account for three cities in the top 16.

The US and China are the only countries to have more than one city in the rankings. The US leads the way, home to four – New York, San Francisco, Los Angeles and Chicago – among the top 16. Beijing is the highest-ranked Chinese city, in sixth place. When compared with a list of top UHNW cities, which is heavily dominated by the US, there is a broader country (and regional) distribution at the billionaire level. In particular, there is a higher concentration of Asian cities, which account for seven of the top 16.

The third-largest billionaire country of Germany has no city representation in the top 16.

This reflects a wider dispersion of private wealth across the country's domestic urban centers than is the case in most leading markets. China also displays a relatively broad distribution of billionaire wealth, whereas Russia and the UK (and to some extent France), at the other end of the scale, have more highly concentrated wealth in their capital cities.



Singapore made the strongest gains in billionaire numbers among the top-ranked cities.

¹ Due to a small number of cities having the same number of billionaires, our 2022 rankings include 16 rather than 15 cities.

Today's billionaires by age group

Unless a person is a beneficiary of substantial inherited wealth, it will take them considerable time to amass a fortune from commercial and portfolio holdings that is large enough to achieve billionaire status. While the vast majority of self-made billionaires will have launched their first venture at a relatively young age, it is rare for an individual to enter this exclusive wealth tier before their 40th birthday.

There are always exceptions, of course. And it is true that, in recent decades, the financialization and rapid digitalization of the global economy, the dynamic growth of China and other emerging markets, a flood of central bank liquidity and a growing focus on the environment have expanded the opportunities for accelerated wealth creation among a new generation of entrepreneurs.

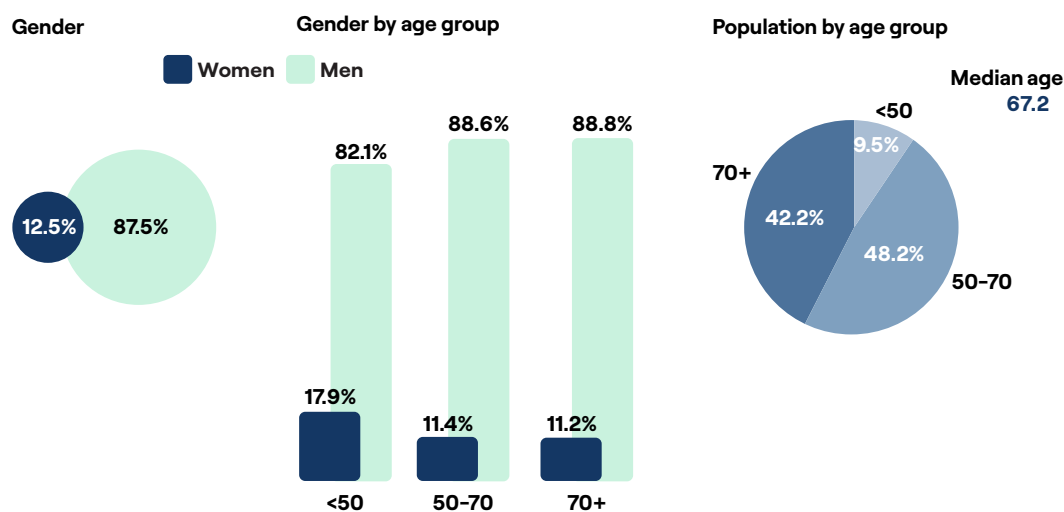
Age may be just a number, as the saying goes, but it can be of crucial significance to the organizations and sectors that target and engage with the super rich. Here, we examine various traits — such as gender split, primary industry, wealth source, asset allocation, top interests and philanthropic activity — drawing out the variations between three distinct age cohorts: those aged under 50 (“younger”); those aged 50-70 (“middle”); and those aged 70+ (“older”).

Key demographics

The median age of the world's billionaire population is 67. Just 10% of the global billionaire class are aged under 50, while more than four in 10 are older than 70. There has been no major shift in this distribution over the past five years. While attention is often focused on higher-profile younger individuals, the average age of the billionaire population has slightly increased in this period.

Gender and age

Billionaire population by gender and age



Note: The totals may not add up to 100% as a result of rounding.
Source: Wealth-X, an Altrata company 2023

There is higher female representation among the under 50s, but women still make up less than a fifth of these billionaires. The global billionaire population is heavily male dominated, with women accounting for a modest 12.5% share. As in other high-wealth tiers, female billionaire representation is on a gradual upward trend. This is most evident in the younger demographic, with women accounting for an above-average 18% of billionaires aged under 50. This contrasts with an 11% share of those over the age of 70. Diversifying global wealth markets, the growth in female entrepreneurship, slowly evolving cultural (and boardroom) attitudes and the rising frequency of substantial inter-generational wealth transfers are all contributory factors.

The population of all three age groups displays a similar distribution of billionaire wealth. This wealth distribution is also similar to the overall wealth distribution among billionaires (see page 8).

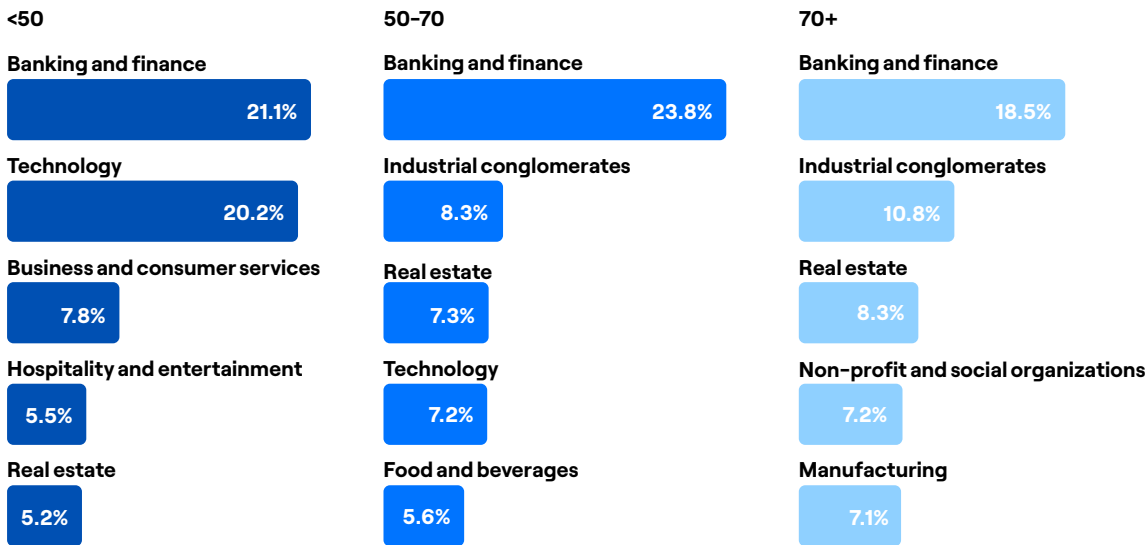
Primary industry

> **Banking and finance is the main industry focus, although technology ranks much higher among younger billionaires**

Industries of focus

Top five billionaire primary industries by age cohort

Proportion of billionaire cohort



Note: Primary industry refers to the industry to which the wealthy devote most of their time, not necessarily the industry by which they created their wealth, although they are often one and the same.

Source: Wealth-X, an Altrata company 2023

The financial services industry has long been the primary focus of the largest share of the billionaire population, and this remains the case (at a global level) for all three age groups, with the 50-70 age cohort displaying the highest concentration. The only other industry to feature prominently among younger and older billionaires alike is real estate.

Aside from these two sectors, there is a clear variation in commercial focus. Among billionaires aged under 50, technology ranks a close second in importance, followed by business and consumer services, and hospitality and entertainment. None of these appear in the leading industries for billionaires aged 70+, with only technology listed in the 50-70 cohort. Industrial conglomerates ranks second in the two older billionaire groups, but lies outside the top five for the younger generation.

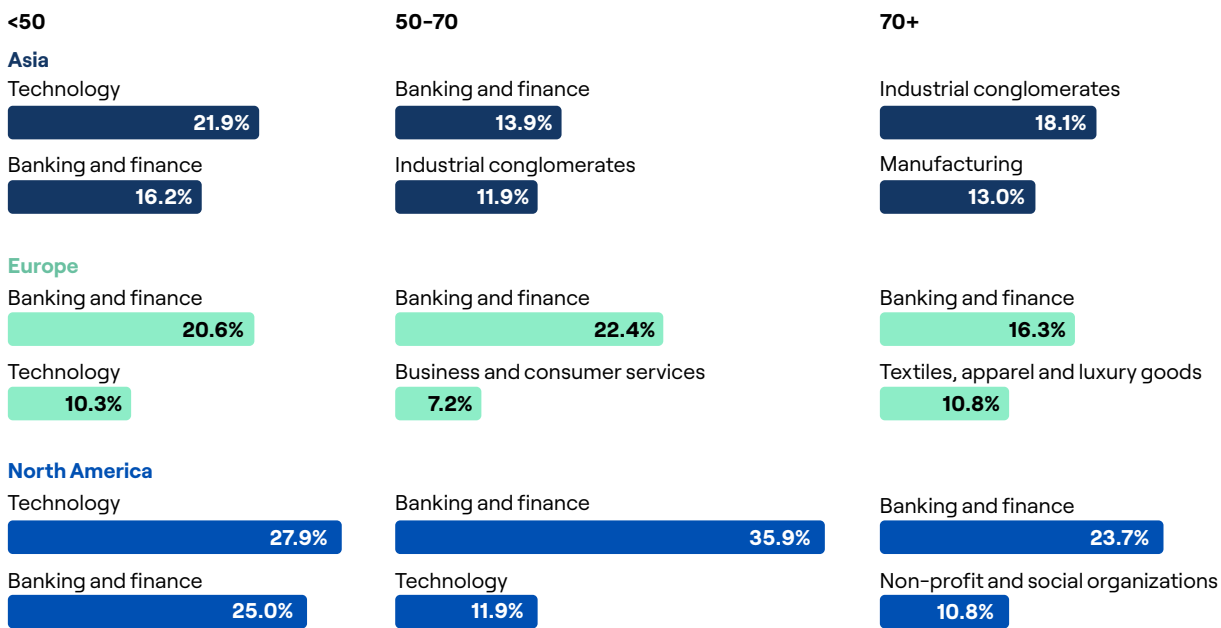
> **There are standout differences at regional level, too.**

In a reflection of shifting economic and societal trends, technology is the primary industry for the largest share of under-50s in both Asia and North America, whereas, in Europe, the focus remains very much on banking and finance (double technology's share). Across the two older groups, Asian billionaires display a more diversified primary industry mix than their finance-focused peers in Europe and especially North America, with industrial conglomerates and manufacturing predominant among Asia's 70+ cohort. Other trends of note are a greater focus on retail and business/consumer services among billionaires in Europe, with the non-profit sector more prominent in North America (it is not uncommon for billionaires in the region to turn their full-time focus to philanthropic causes once they reach a certain age or a commercial milestone).

Industries by region

Top two billionaire primary industries by region and age cohort

Proportion of billionaire cohort



Source: Wealth-X, an Altrata company 2023

Overtaking finance, technology is the primary industry for the largest share of billionaires under 50 in both Asia and North America.

Source of wealth

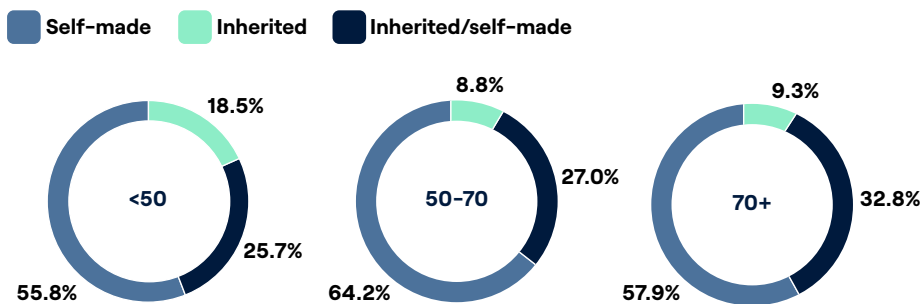
> **Self-made wealth dominates, but billionaires under 50 are twice as likely to have solely inherited their wealth compared with their older counterparts.**

Most billionaires in each age group have amassed their own fortunes, with the 50-70 cohort having the largest share (64%) of self-made tycoons. Approximately one-quarter of the billionaire population has cultivated its net worth through a blend of inheritance and self-created wealth; this proportion rises to a third among those aged over 70.

The standout trend is the larger prevalence of solely inherited wealth among the younger cohort of billionaires. This is partly attributable to the higher female representation in the under-50 population, as inheritance is a far more common source of wealth among women than men (approximately half of all female billionaires have solely inherited fortunes). Another factor is the rising occurrence of inter-generational wealth transfers, a growing number of which are happening for the first time, as fortunes created over recent decades in relatively newer wealth markets are passed down to younger family members.

Source of wealth

Source of wealth among each billionaire age cohort



Source: Wealth-X, an Altrata company 2023

Self-made wealth dominates across all billionaire age groups.

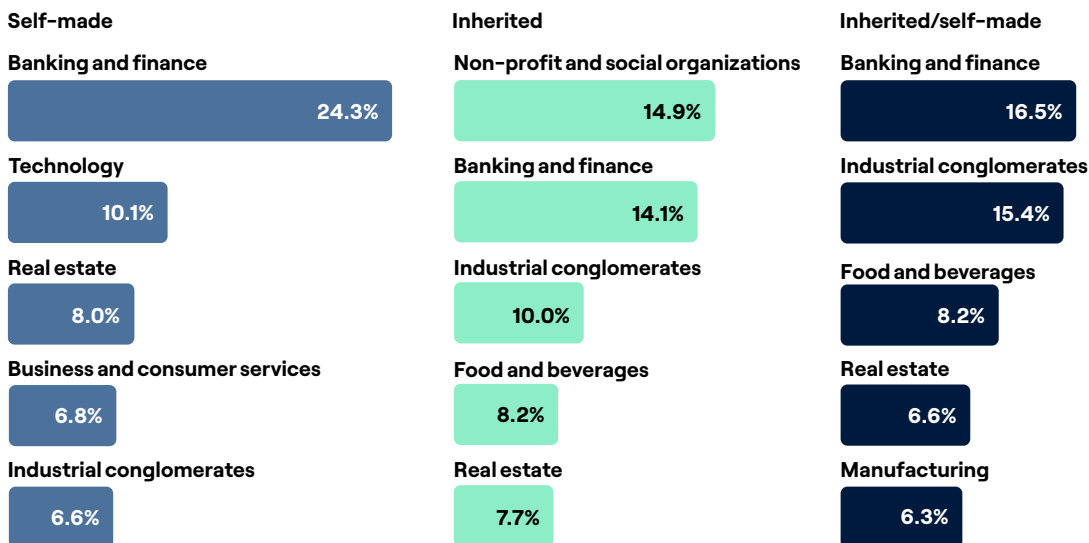
➤ **Finance is the main industry focus among self-made billionaires, with the non-profit sector the most common for those with solely inherited fortunes.**

From an industry perspective, banking and finance is the primary focus for the largest share of self-made billionaires, well ahead of technology and real estate. It is also the most common, to a lesser extent, among those who have attained billionaire status through a combination of self-created and inherited wealth. Industrial conglomerates feature prominently among this cohort, with their scale and diversified nature – focused generally on traditional sectors, such as retail, energy, food and manufacturing – more often than not a product of multi-generational business growth and family wealth transfers.

The industry focus of billionaires with solely inherited fortunes shows a more balanced distribution than the other two groups, and is headed (albeit narrowly) by the non-profit sector, partly reflecting the fact that such individuals tend to have fewer commercial commitments and may often feel a greater obligation to engage in philanthropic initiatives.

Industries and source of wealth

Top five billionaire primary industries by source of wealth



Source: Wealth-X, an Altrata company 2023

Asset allocation

Public holdings comprise the largest asset class, accounting for almost two-thirds among younger billionaires.

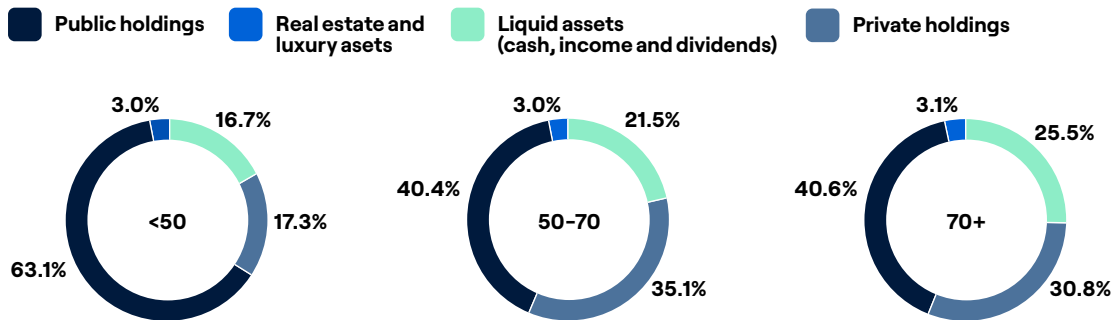
There is a clear trend across the main wealth classes (VHNW, UHNW and billionaire) for the share of assets in public holdings to rise as overall net worth increases. This arises from core investment strategies involving individuals' own businesses as greater wealth facilitates more shareholding opportunities, but also because many among the higher wealth tiers will own significant stakes in their businesses, which have gone public.

Public holdings comprise the largest proportion of billionaire portfolios in all three age cohorts, ahead of private holdings and liquid assets (mostly cash, income and dividends), with a minor share allocated to real estate and luxury goods such as yachts, classic cars, jewelry and art. The larger share of public holdings among the younger cohort (63% compared with 40% for those aged 50+) – mainly at the expense of privately owned assets/investments – reflects, to a large extent, the higher concentration of tech-focused billionaires, whose asset allocation favors equity holdings more than other industries. Meanwhile, the share of liquid assets rises with age, as wealth preservation and management strategies change with retirement.

Asset allocation

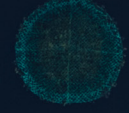
Billionaire asset allocation by age cohort

Proportion of pooled average billionaire wealth per cohort



Note: The totals may not add up to 100% as a result of rounding.

Source: Wealth-X, an Altrata company 2023



Billionaires aged 70 and above lost the least wealth during 2022.

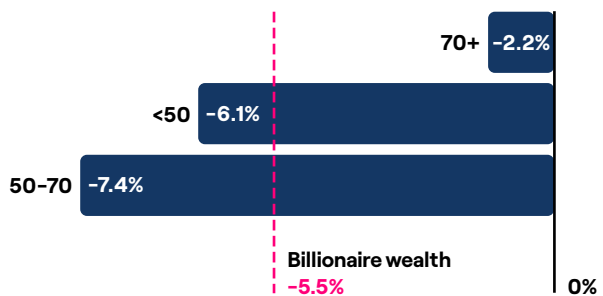
Contrasting wealth performance in 2022

The differences in asset allocation among the billionaire age groups also help to understand the contrasting wealth performance during the market turbulence of 2022. Although all billionaires saw their fortunes decline in 2022, it was the older group of billionaires whose wealth declined by the least, at 2.2%. With a greater proportion of their wealth in liquid assets, their overall wealth would have been less exposed to the vagaries of the stock market (though their liquid assets would have declined in real terms, eroded by high inflation). Yet it was the billionaires aged 50-70 that experienced the largest decline in their fortunes, with both their private and publicly owned assets impacted by economic volatility.

Wealth performance by age

Billionaire wealth performance in 2022 by age group

Year-on-year change, US\$ terms



Note: Total wealth and wealth performance by age cohort differ very slightly due to differing research methodologies.

Source: Wealth-X, an Altrata company 2023

Interests, passions and hobbies

There is strong interest in philanthropy among older billionaires, while sport is popular across all ages.

Across the billionaire population as a whole, sport and philanthropy stand out as the two favorite interests. Sport ranks highest among billionaires under 50, while philanthropy is the most popular interest for the two older cohorts, particularly among those aged 70+. Technology ranks a close second for the younger generation, ahead of travel and music. None of these three interests features in the top five of either group of older billionaires, who have a preference for aviation (whether private jet ownership or luxury charters), art and politics.

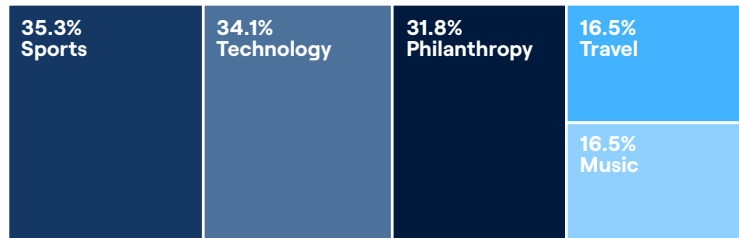
The popularity of sport reflects its broad appeal as an active leisure pursuit, a means of social relaxation and, increasingly, as a prestigious investment given the growth of global media rights, increase in new sporting franchises and the related commercial (and geopolitical) opportunities. Billionaire engagement in philanthropic activity is long established. In broad terms, it tends to increase with age and total net worth.

Interests and hobbies

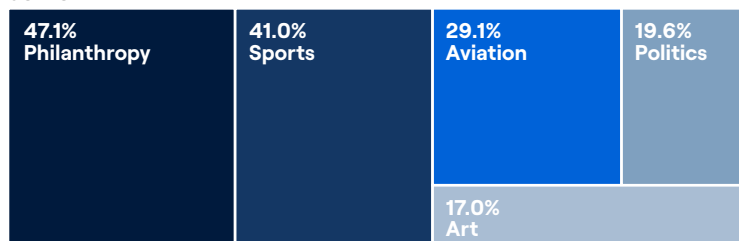
Top five billionaire interests, passions and hobbies by age cohort

Proportion of individuals

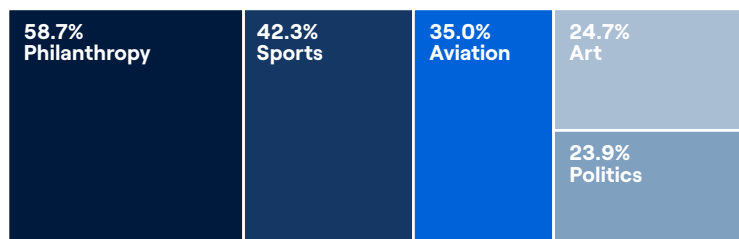
<50



50-70



70+



An interest in philanthropy tends to increase in line with age.

Note: More than one interest, passion or hobby is possible, so the numbers do not add up to 100%.

Source: Wealth-X, an Altrata company 2023

Philanthropic causes

> Education is the most popular area for philanthropic activity for billionaires of all ages.

An interest in or passion for philanthropy increases in line with age, shown by the proportion of billionaires giving to all major causes rising with age. This is largely down to the prioritization of interests. As these billionaires age, although many remain active in their business activities to varying degrees, there is a clear shift to spending a larger proportion of their time on hobbies and philanthropic initiatives. In addition, as individuals consolidate this wealth, they may feel a greater obligation to engage with benevolent causes.

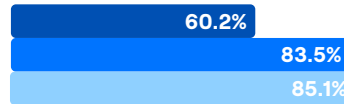
Certain causes continue to prove popular among billionaire charitable donors. For all three age groups, initiatives to improve educational facilities, teaching standards and learning opportunities are the most common area for charitable giving. There is also broad interest in donating funds to social causes, healthcare and medical research, as well as arts and culture. In many countries, the increasing focus (and shifting policies) on climate-related issues will almost certainly mean conservation and environmental causes will attract an increasing share of donations in the years ahead.

Philanthropic causes

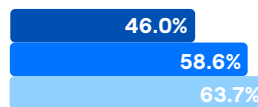
Top six billionaire philanthropic causes by age cohort

<50 **50-70** **70+**

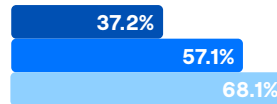
Education



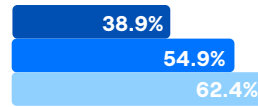
Social services



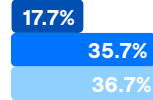
Healthcare and medical research



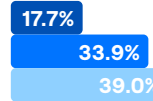
Arts and culture



Children and youth development



Environment, conservation and animals



Note: Giving to more than one cause is possible, so the numbers do not add up to 100%. Social services include crime prevention, reducing poverty and unemployment. Religious organizations do not appear among the top six philanthropic causes. However, this type of giving is often anonymous and disparate in nature, so we believe it is higher than our actual estimates.

Source: Wealth-X, an Altrata company 2023

Connections to billionaires

Connecting to, developing a relationship with and ultimately onboarding a billionaire as a client or donor typically requires time and a highly individualized approach. The very wealthy — let alone billionaires — typically have great demands on their time, face far more marketing pressures and, consequently, have very specific and exacting standards. Needs and necessities play a very small part in their decision-making process so forging an emotional connection is key². While an actual request — whether philanthropic, financial, experiential or materialistic — needs to be clear and appealing to a billionaire, a warm introduction can almost be considered a prerequisite for engaging an individual with this level of wealth.

Over a third of the 1,000 people most well connected to billionaires are billionaires themselves.

Note: RelSci's database includes profiles of more than 11 million influential individuals. Connections are based on shared professional, personal and civic experiences, such as current or historical overlapping careers, contacts and board overlaps, among others. Direct connections, or first-degree connections, are direct links between individuals.

Sources: RelSci and Wealth-X, Altrata companies 2023

Yet, once they become a client or donor, their value as an introducer to other billionaire and wealthy prospects is often overlooked. Of the 1,000 individuals who are most well connected to billionaires, over a third are billionaires themselves and many others

are ultra wealthy. Over the course of their careers, billionaires forge connections with large numbers of wealthy and influential individuals through the building and running of their businesses, serving on the boards of companies³ or not-for-profit organizations, their M&A deals and personal introductions at corporate and leisure events, during holidays and in other ways.

An organization's wealthy clients or donors are more than just this; their personal connections to other wealthy individuals present opportunities for such organizations to connect with, develop relationships with and eventually acquire additional valuable clients or donors. Organizations that harness the power of these connections stand to make a significant difference in achieving their commercial, organizational or philanthropic objectives.

The value of a billionaire client or donor as an introducer to other valuable prospects is often overlooked.

² For further information, see the Altrata guide *Effectively Prospecting the Ultra Wealthy*.

³ See Altrata's *Billionaire Census 2022* for the number of board seats per billionaire.

Methodology

This report uses the unique and proprietary **Wealth-X Database**, the world's most extensive collection of curated research and intelligence on the wealthy. Our database provides insights into their financial profile, career history, known associates, affiliations, family background, education, philanthropic endeavors, passions, hobbies, interests, and much more. Our proprietary valuation model (as defined by net worth) assesses all asset holdings, including privately and publicly held businesses and investable assets. Wealth-X uses the primary business address as the determinant of a billionaire's location. References to \$ or dollars refer to US dollars.

Our data on connections to billionaires was leveraged from **RelSci**, an Altrata sister company. RelSci's database covers 11 million influential individuals and 1.8 million organizations. We used Wealth-X billionaire data to match its billionaires to RelSci's database.

Analysis of the data and additional insights were provided by the **Wealth-X Analytics** team. Leveraging the Wealth-X Database and its own data models, Wealth-X Analytics provides customizable data assets tailored to an organization's needs.



About Altrata

Altrata is a data powerhouse, built to deliver more value to our clients. We are the global leader in data-driven people intelligence on the wealthy and influential. We work at scale with businesses and nonprofits across the world from a variety of industries. We help our clients connect with confidence to the people who have the greatest impact on their business.

Our products give our clients all the information they need on everyone they need to know. Our data is actionable, accurate, and comprehensive. And our global team of more than 400 researchers is committed to maintaining millions of profiles and changing data points, so our clients can effectively engage their target audience and make meaningful, lasting connections.

Altrata™ is a registered trademark of Delinian Limited and its affiliated companies, which comprises five dynamic offerings: BoardEx, Boardroom Insiders, RelSci, WealthEngine and Wealth-X.

About Wealth-X

Wealth-X is an Altrata company and is the global leader in wealth information and insight. Wealth-X partners with prestige brands across the financial services, luxury, nonprofit and higher-education industries to fuel strategic decision-making in sales, marketing and compliance. Wealth-X has developed the world's largest collection of records on wealthy individuals and produces unparalleled data analysis to help organizations uncover, understand, and engage their target audience, as well as mitigate risk. Founded in 2010, with a team spanning North America, Europe and Asia, Wealth-X provides unique data, analysis, and counsel to a diverse roster of worldwide clients.

About RelSci

RelSci helps organizations reach the people who matter most to their success. RelSci's data-driven platform is leveraged by corporations, financial institutions and nonprofit organizations to gain a deeper understanding of their relationships with influential decision-makers – what we call their "relationship capital".

ALTRATA

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