

Credit Suisse Single Family Office Index



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Credit Suisse SFO Index

We are pleased to introduce the Credit Suisse Single Family Office Index (Credit Suisse SFO Index), launched on 26 September 2022.

As documented in the Credit Suisse Global Wealth Report, global wealth grew from USD 231 trillion in 2011 to 463.6 at the end of 2021. The number of ultra high net worth (UHNW) individuals with more than USD 50 million of assets similarly increased, up from 84,700 individuals in 2011 to 264,200 by the end of 2021. Along with this growth, single family offices managing the assets of wealthy private investors have naturally become a specialist resource and support infrastructure for many of them. The INSEAD business school reports that, between 2017 and 2019 alone, 2,000 new single family offices (SFOs) were created to reach a total of 7,300 offices at the end of 2019, and estimates by the Wealth-X Billionaire Census of all family offices (multiple and single family offices) globally numbered about 10,000 in 2020.

Yet there is no single family office benchmark to reflect and compare investment performances across peers. Two of the most common questions from SFOs are what and how are other SFOs doing? The Credit Suisse SFO Index aims to plug this gap and create a reference point for SFOs. While it is often said that family offices have highly individualized asset allocations with a large part in direct equity exposure in unlisted companies, direct real estate portfolios, collectibles and other assets, there are numerous surveys to suggest that, for most family offices, assets in custody with banks still represent the bulk of their investments.

Our database consolidates more than 325 custodians and a large number of active end-clients, with more than 300 SFOs spread over three regions: APAC, Europe and the Middle East.

As we move forward, we will endeavor to cover remaining geographies and strive to create a global SFO benchmark index. We believe the Credit Suisse SFO Index will be a key instrument for single family offices around the world to gain insight into their peers' asset allocations and performances by geography and size.

We are thereby proud to extend Credit Suisse's long tradition as the bank for entrepreneurs by adding the Credit Suisse SFO Index to our Credit Suisse Family Business Index, which provides key performance indicators of family businesses along with other entrepreneur-oriented research. The Credit Suisse SFO Index also complements our simultaneously launched Credit Suisse Single Family Office Survey 2022.



Michael Strobaek Global Chief Investment Officer Credit Suisse



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Executive summary

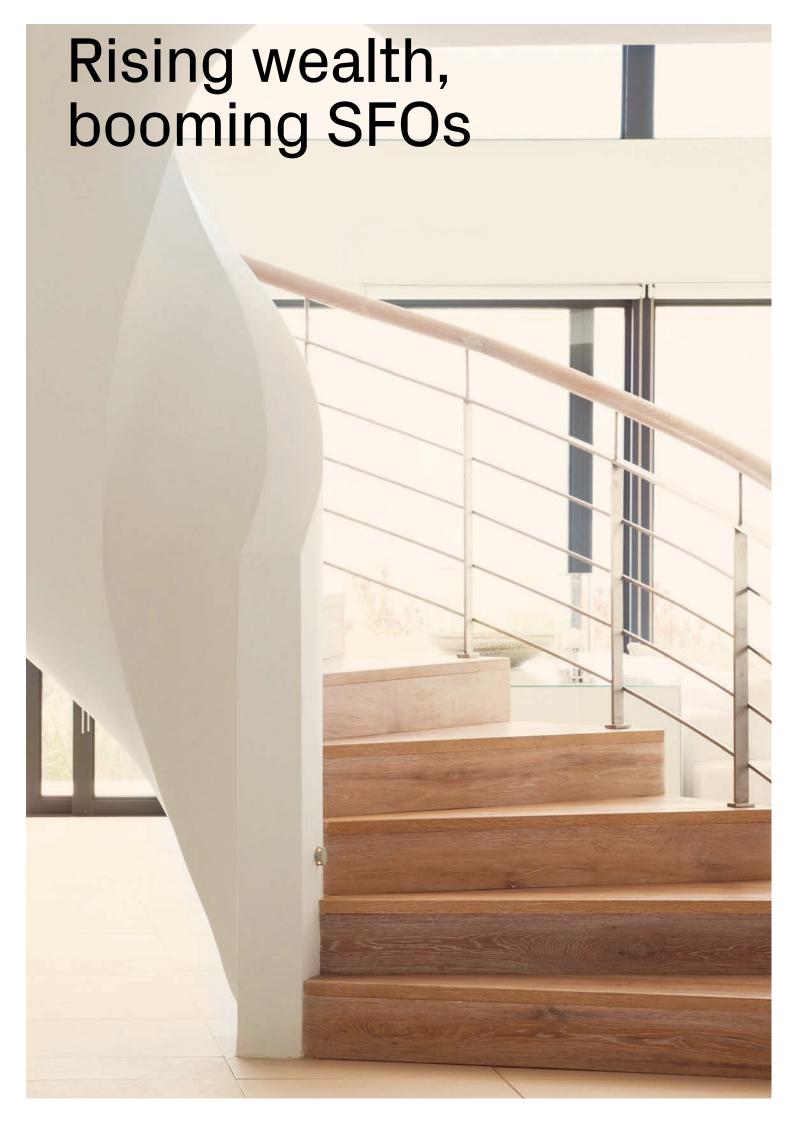
The Credit Suisse SFO Index builds on a universe of more than 300 single family offices tiered in three different size groups: small (less than USD 100 million of assets under management), medium (between USD 100 million and USD 500 million of assets under management) and large (over USD 500 million of assets under management). Three regions are presently covered, namely Asia, Europe and the Middle East.

Assets considered only include assets in banks' custody. Direct participations through equity in unlisted companies, for example, are not included. Neither are direct real estate exposures. Based on the latest industry surveys¹, we estimate that such direct participations represent around 20% of assets among larger SFOs. Our experience is that this proportion tends to be lower in smaller SFOs. We would therefore expect the Credit Suisse SFO Index to be a good starting point for assessing SFO financial asset performance.

Key takeaways:

- As of July 2022, the average SFO asset allocation on assets in banks' custody in our SFO universe is 47% in equities, 29% in bonds, 17% in alternative investments and the rest in multi-asset investment solutions.
- Since January 2020, SFOs have reduced their bond allocations from around 40% to 29% currently, having increased equities and alternative investments instead.
- Of their assets with custodians, we find that large SFOs hold significantly more listed equities (62%) than small SFOs (45%). Moreover, large SFOs hold less alternative investments in bank custody than small SFOs as they are likely to hold more in direct investments than small SFOs.
- As of July 2022, the Credit Suisse SFO Index shows an aggregate year-to-date performance of -7.63%, where Q2 has cost SFOs on average a loss of -4.44%.
- equities (-6.48%) and key performance contributors were alternative investments (+0.7%) including commodities. As a result of their higher equity allocations, large SFOs have underperformed small and medium SFOs year-to-date. This breaks with the trend over the last two years, where large SFOs outperformed small and medium SFOs for the opposite reason. Regionally, Asia outperformed Europe and the Middle East.
- Since 2020, small SFOs have more or less returned to their pre-pandemic levels of assets (+1.7%), not adding or detracting much value on a cumulative basis. Medium-sized SFOs have grown their assets in custody by 8.4% on a cumulative basis. Large SFOs are outperforming with a cumulative asset growth of 15.8%.

^{1.} INSEAD, Family Offices: Global landscape and key trends, April 2020; DBS Private Bank, The Family Office Boom: Contrasts between East and West, 2020; Capgemini, The global state of family offices, 2012; and UBS Global Family Office Report 2022.



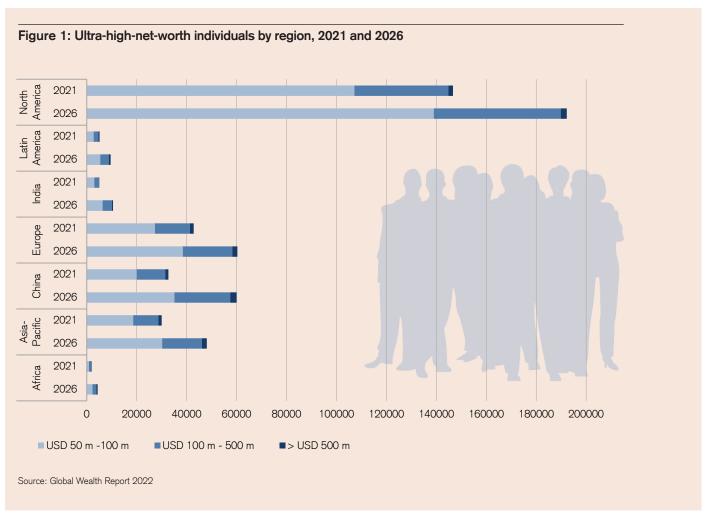
Over the last decade, global private wealth has steadily increased. According to the Credit Suisse Global Wealth Report, private household wealth increased from USD 231 trillion in 2011 to USD 463.6 trillion at the end of 2021. In 2011, there were 84,700 individuals with net wealth above USD 50 million globally. At the end of 2021, there were 264,200. By 2026, it is expected that this number will grow to 385,000 (see Figure 1).

It is little wonder that SFOs have grown extensively over the same time period. In 2012, CapGemini estimated that there were about 3,000 family offices in North America, 1,000 family offices in Europe and around 100 family

offices in Asia. In 2020, the Wealth-X Billionaire Census estimated the global count of family offices (multi-family and single-family combined) to exceed 10,000 and family office consultants Tamarind Partners, estimated that four out of ten family offices around the globe were created in the last decade alone.

INSEAD's Family Offices Report 2020 documented a more rapid growth in the number of single-family offices than of global wealth from 2016 to 2019, with the proportion of family wealth under management by a family office (multi-family or single-family) up from 52% in 2016 to 76% in 2019. The number of single-family offices increased from 5,300 globally in 2017 to 7,300 in 2019, managing an estimated total wealth back then of USD 5.9 trillion assets according to INSEAD.

Single family offices have undoubtedly become a specialist resource and support infrastructure for most UHNW investors. Yet there is no SFO benchmark to compare individual SFO performances to peer groups of similar size or in similar regions, or across the board. Two of the most common questions from SFOs are what and how are other SFOs doing? We aim to plug this gap with the Credit Suisse SFO Index.



Credit Suisse SFO Index data universe

Various surveys indicate that a substantial part of SFO-managed wealth is typically in assets with custodians, while the rest is direct equity and debt exposure to unlisted companies, privately and directly managed real estate, and, to a lesser extent, collectibles or digital assets. Assets of SFOs in banks' custody are thus a good starting point to evaluate the allocation and performance trends of SFOs.

Our database consolidates more than 325 custodians and 312 SFOs over three regions – APAC, Europe and the Middle East. They are tiered in small (less than USD 100 million of assets under management), medium (between USD 100 million and USD 500 million of assets under management) and large (more than USD 500 million of assets under management) SFOs across Asia, Europe and the Middle East.

As can be seen from the breakdown by region and size, the current SFO data universe is biased toward Asia as a region and small-sized SFOs. However, as our data universe continues to grow, we expect to encompass the Americas as a region in the future and raise the number of large SFOs across all regions in the sample. For the sample of 312 SFOs, asset allocations are consolidated by tier group since 2020 on a monthly basis. To avoid monthly databreaks due to reporting date differences, rolling 3 months-average asset allocations are provided every month.

Table 1: Credit Suisse SFO Index universe by size and region					
Assets	Asia	Europe	Middle East	Total	
Small (<usd 100="" m)<="" td=""><td>113</td><td>53</td><td>18</td><td>184</td></usd>	113	53	18	184	
Medium (USD 100-500 m)	53	32	12	97	
Large (>USD 500 m)	13	12	6	31	
Total	179	97	36	312	

Source: Canopy, Credit Suisse; data as of 29/07/2022

Asset allocation

Aggregating asset allocations on an equity-weighted basis across the SFO universe, we find that, on average as of end-July 2022, 47% were in listed equities, 29% in bonds, 17% in alternative investments and the rest in multi-asset investment solutions (see Figure 2).

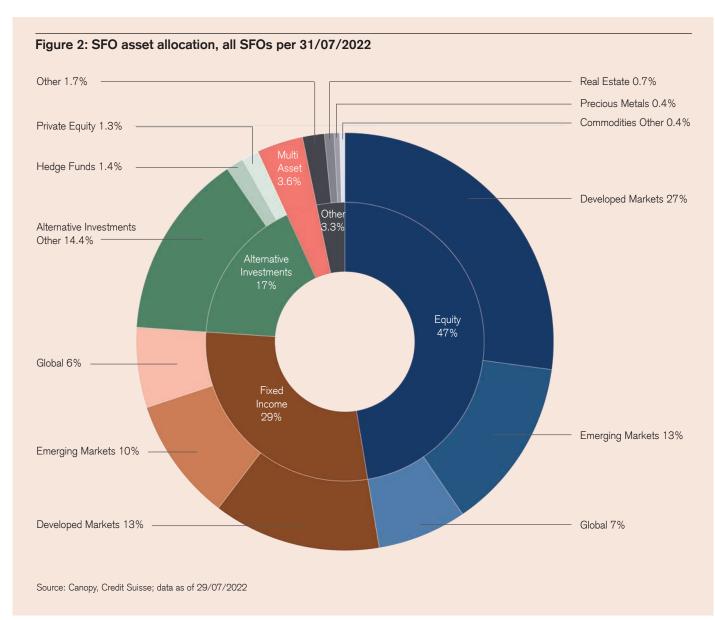
Alternative investments include hedge funds, private equity, real estate and commodities. Other alternative investments include investments that are categorized as alternative investments, but not specified as hedge funds, private equity or otherwise. For example, they

would mostly include funds of funds, but might also include digital assets. Any other asset not categorized in either of the above appears in the "other" category. Liquidity is reported separately and does not form part of the asset allocation.

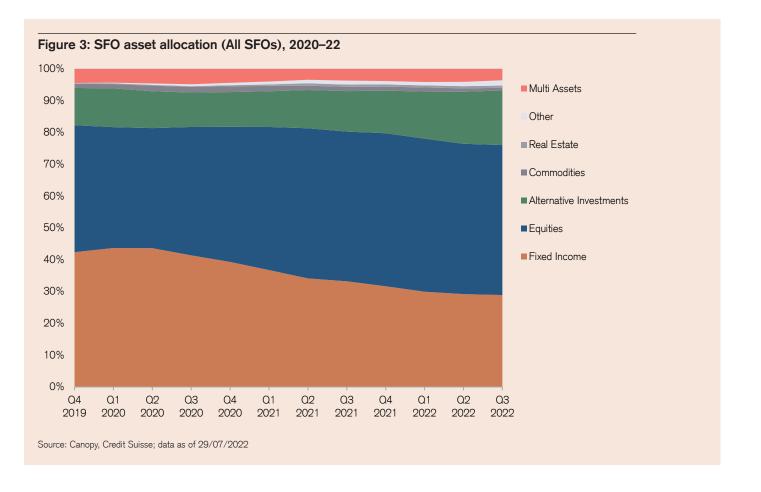
Since 2020, SFOs have increased their equity and alternative investment holdings to the detriment of global bonds (**Figure 3**).

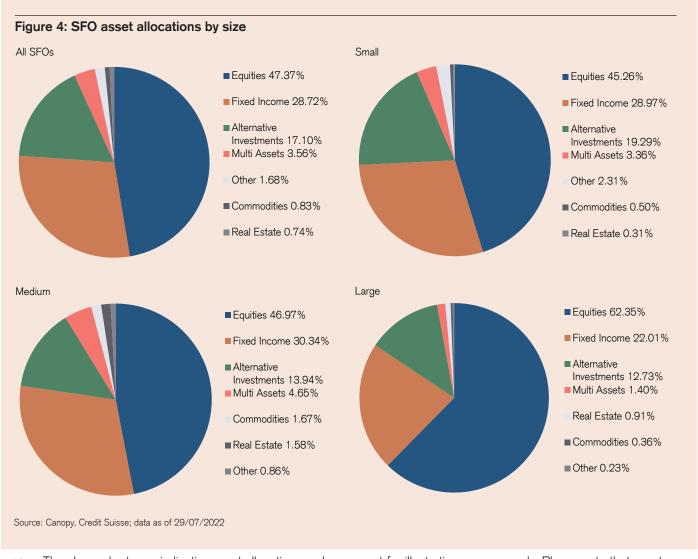
There are large differences across the various tiers, with large SFOs holding substantially more listed equities and fewer global bonds than small and medium-sized SFOs (**Figure 4**). Size tends to matter more than region as far as asset allocations are concerned.

Our results stand in contrast to the notion that SFO asset allocations resemble endowment asset allocations. We find that, based on the largest US endowments (including Harvard, Yale, etc.), endowment asset allocations have a much heavier emphasis on private equity than SFOs (**Figure 5**).



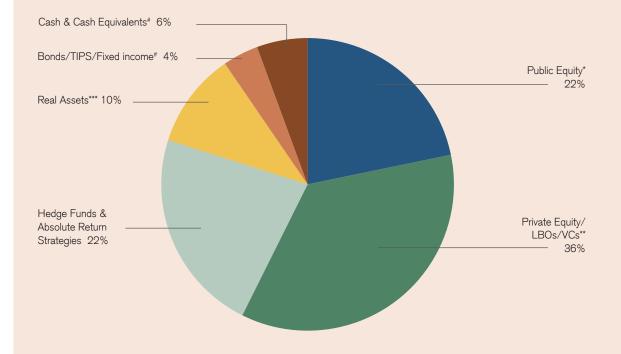
The above chart is an indicative asset allocation and is meant for illustrative purposes only. Please note that asset allocation may be subject to change from time to time without notice.





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Figure 5: Top US endowments' average asset allocation

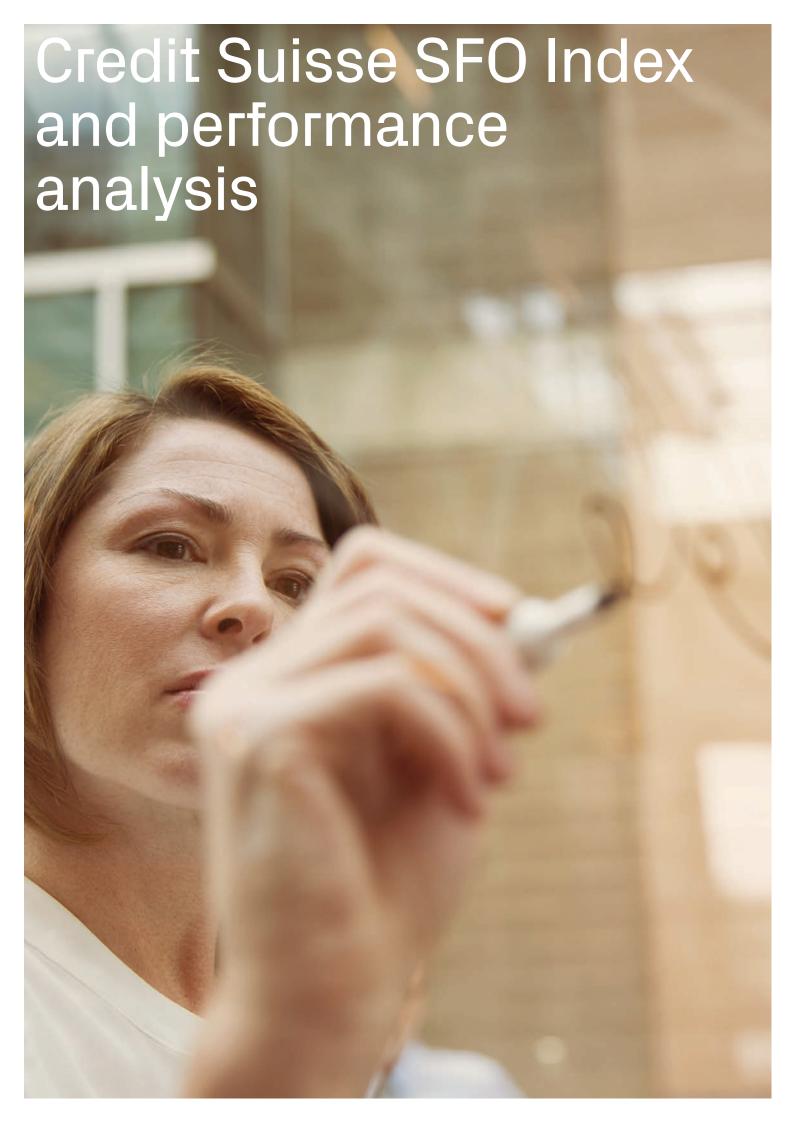


^{*}Public equity includes domestic equity and foreign equity
**PEs/LBOs/VCs grouped together
***Real estate/natural resources grouped together under real assets

Source: Investment/annual reports of respective endowments (Harvard, Yale, Stanford, Princeton, MIT, Pennsylvania, UTIMCO, Notre Dame, Michigan, Columbia); data as of 31/08/2022



[#]Some present bonds and cash consolidated as one

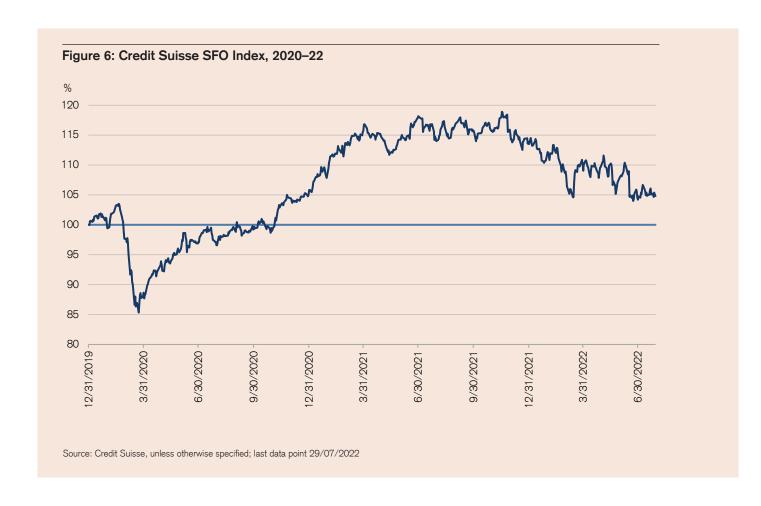


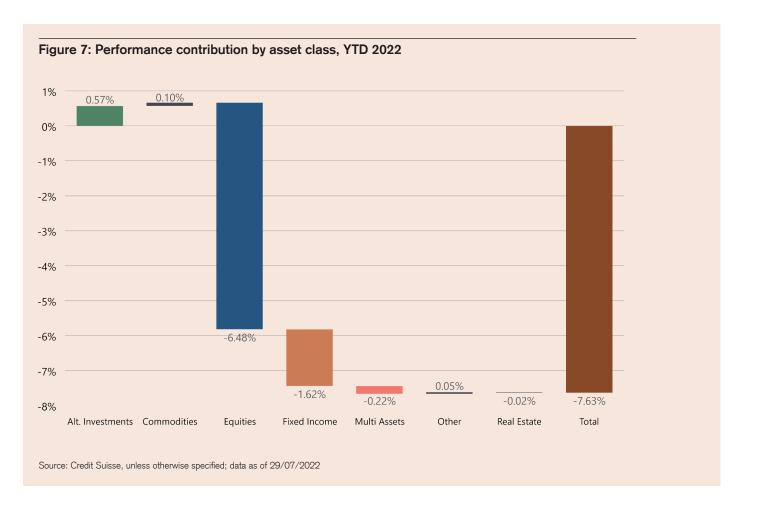
Our Credit Suisse SFO Index mirrors the equal-weighted average performance of SFOs since January 2020, based on the sample of 312 SFOs in our SFO data universe.

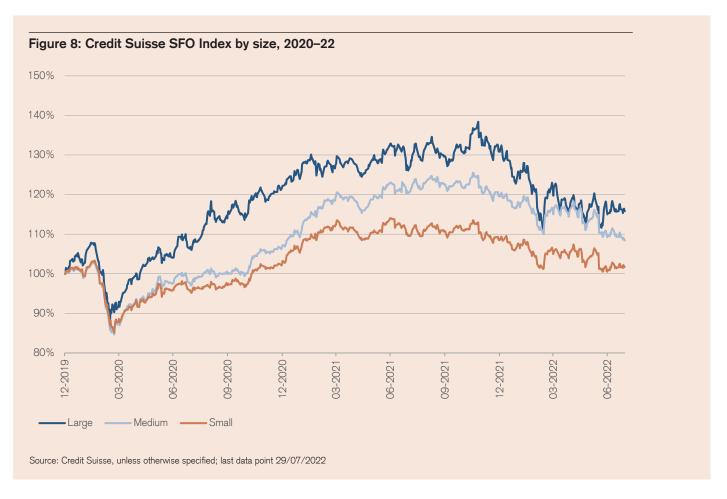
Figure 6 shows the evolution of the performance index in US dollars since its inception. It shows that, along with tumbling financial assets in March 2020, SFOs shed nearly 20% of their assets before recovering fully by the end of 2020, and expanding another 15% in the first quarter of 2021. Since then, performance has fluctuated in a broad sideways trend until Q4 2021. Since the start of 2022, SFOs lost much of what they earned in 2021 and are now only +4.8% above their pre-pandemic level in terms of the value of their assets in banks' custody. In 2022, the SFO average performance was -7.63% in US dollar terms at the end of July 2022, with a quarterly loss of -4.44% in Q2.

Figure 7 details the performance contribution by asset classes year-to-date as of end-July 2022. It shows that the bulk of losses since the beginning of the year has come from listed equities (–6.48%), followed by bonds (–1.6%). Multi-asset solutions posted a mild negative contribution of –0.2%. Positive contributions came from alternative investments and commodities. The performance contribution of real estate solutions in banks' custody and other assets remained flat.

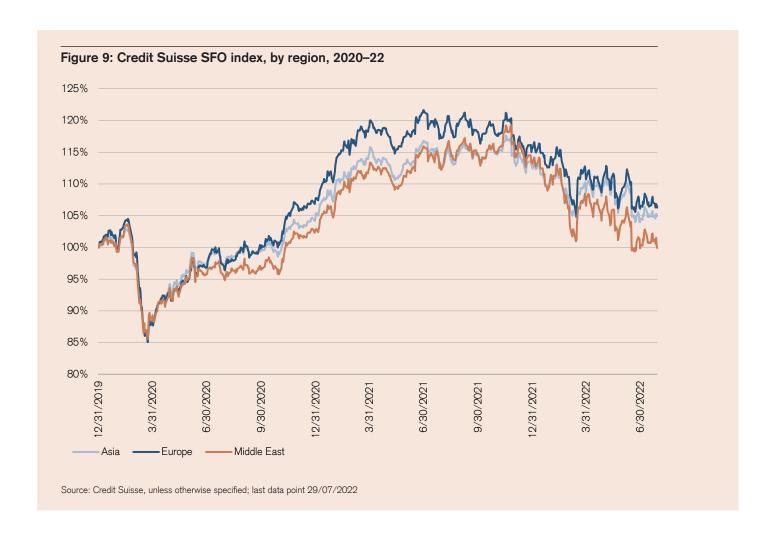
Breaking down the SFO universe by size into small, medium and large tiers as defined previously shows substantial performance differences across the groups. Being more exposed to equities, large SFOs benefited more from the recovery in 2020 and 2021 than small and medium-sized SFOs, but conversely lost relatively more than small and medium-sized SFOs since the beginning of the downturn (see Figure 8). As of end-July 2022, small SFOs are down year-to-date by -6.26% on average, medium-sized SFOs are down by -9.25%, and large SFOs are down the most at -11.47%. Since January 2020, large SFOs have expanded their asset base by a cumulative 15.8%, medium SFOs by 8.4% and small SFOs by 1.7%.







By region, Asian SFOs are outperforming year-to-date (-6.6% as of end-July) compared to European (-8.1%) and Middle Eastern peers. Middle Eastern SFOs are down by -11.8% (**Figure 9**). Over the entire 2020–22 period, all three regions had very similar performances until October 2020, after which European SFOs began outperforming the other regions until Q4 2021. As performances are shown in US dollar terms, exchange rate effects may lead to different return comparisons when expressed in local currencies or other reference currencies.



Conclusion

In the first half of 2022, single family offices have on average seen a loss of around 7.6% on their beneficial owners' assets in custody at banks. Most of these losses have occurred through listed equities.

Large SFOs with more exposure to listed equities in their assets under custody have so far underperformed small and medium-sized SFOs in 2022. But, from January 2020 until end-July 2022, large and medium-sized SFOs have increased their owners' assets by a cumulative 15.8% and 8.4%, respectively, while small SFOs have increased by 1.7%. Size matters more than region in terms of asset allocations. Large SFOs hold more listed equities than small and medium-sized SFOs in their assets under custody. Large SFOs also tend to have more direct private equity and real estate exposure than small SFOs, which access these assets via funds in bank custody.



Appendix

Table 1	· Cradit	Suicco	SEO	Indov	lovol	monthly
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	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
2020	99.41	97.67	88.66	93.35	95.41	97.16	96.58	98.83	99.29	98.98	104.44	105.83
2021	107.85	111.41	115.71	114.62	114.28	118.14	113.99	116.87	115.70	115.76	115.30	113.48
2022	112.18	108.80	109.05	109.65	107.98	104.21	104.82					

Source: Credit Suisse, unless otherwise specified; last data point 29/07/2022

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	FY 2020	FY 2021	YTD (July 2022)
Large	22.21%	7.04%	-11.47%
Medium	7.23%	11.44%	-9.25%
Small	3.21%	5.1%	- 6.26%
Total	5.83%	7.23%	-7.63%

Source: Credit Suisse, unless otherwise specified; last data point 29/07/2022

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Asset class	Q1 2022	Q2 2022	July 2022	YTD 2022
Alternative Investments	-0.04%	0.67%	-0.05%	0.57%
Commodities	0.14%	-0.02%	-0.02%	0.10%
Equities	-2.74%	-4.50%	0.65%	-6.48%
Fixed Income	-1.20%	-0.46%	0.01%	-1.62%
Multi Assets	-0.07%	-0.18%	0.02%	-0.22%
Other	0.01%	0.06%	-0.01%	0.05%
Real Estate	0.00%	0.00%	-0.02%	-0.02%
Total	-3.91%	-4.44%	0.58%	-7.63%

Source: Credit Suisse, unless otherwise specified; last data point 29/07/2022



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