

Q4 2024



NBCUniversal

Women & Wealth

For over a decade, we've been talking about the **"Great Wealth Transfer"**

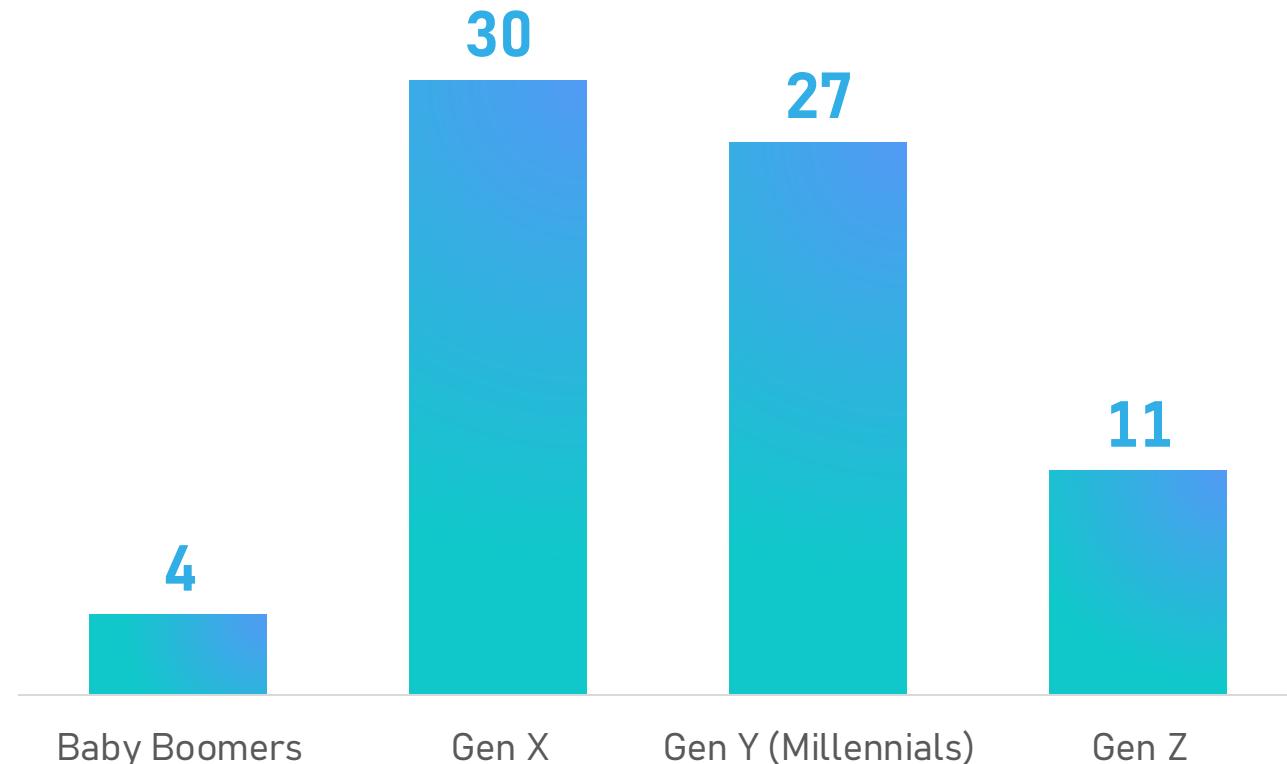
*The **inter-generational** transfer from Boomers & older generations to charity & family members as they get older and pass on*

Recipients:
Gen X, Millennials
& Gen Z

Timeframe:
20 – 30 years

Opportunity:
\$84T

Estimated Wealth to be Inherited by Generation (\$T)



And as the Population of the U.S. continues to age

Women are making up a greater portion of our population

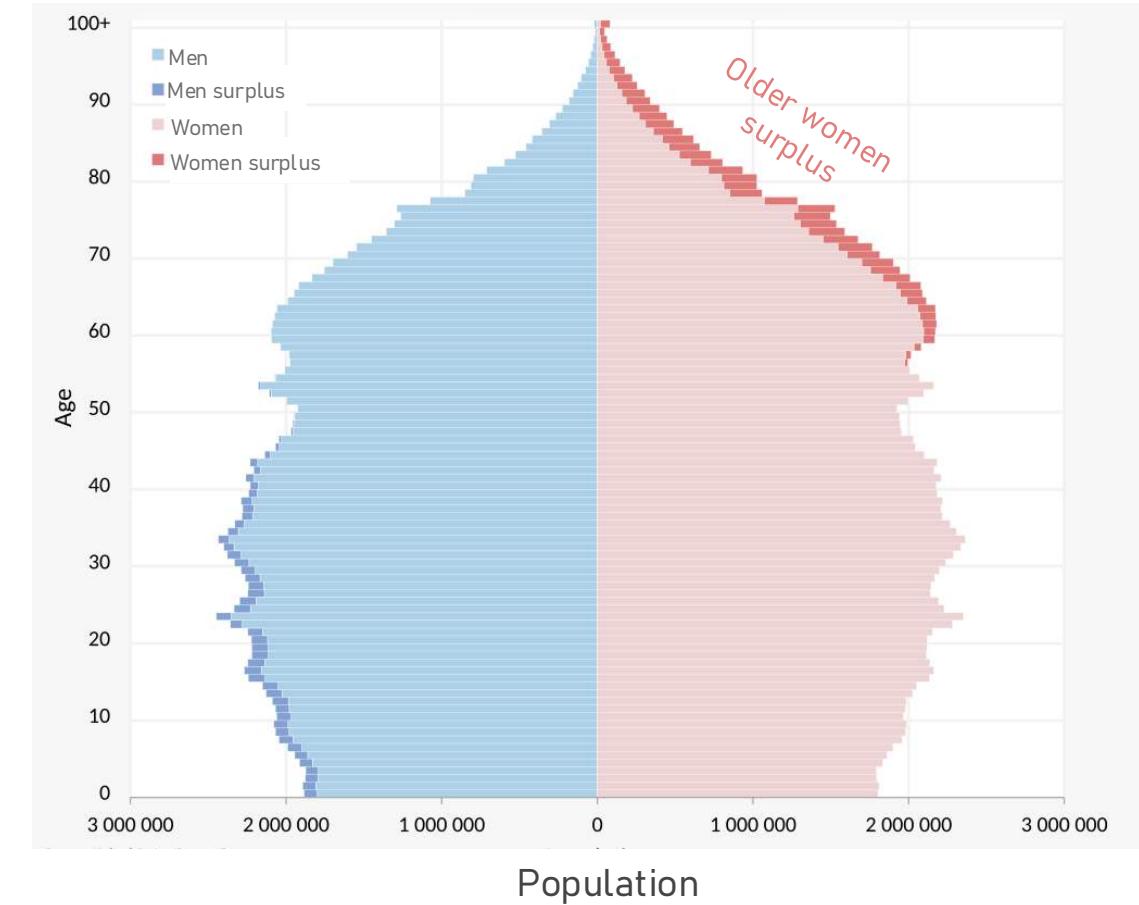
The **65+** age group grew the fastest between 2010 and 2022, increasing by **42.8%**

There are over **43M Women 60+** living in the U.S. today

There is a "**Women Surplus**" for the entire 60+ U.S. Population

Source: US Census, [Statista](#)

USA
1st of December 2023



As the population ages, before the 'Great Wealth Transfer' comes the '**Horizontal Wealth Transfer**'



There are over **43M people age 75+** with over **\$50T** in combined **transferrable wealth**.

Over the next 10 years, up to **\$9T** is expected to be **passed along to spouses and partners** in the coming years as part of what's being called the **"Horizontal Wealth Transfer."**



INSIDE *Wealth*
CNBC

Robert Frank, CNBC Wealth Editor,
Reporting on UBS Global Wealth Report 2024

A photograph of a woman with curly brown hair, smiling broadly. She is wearing a light blue long-sleeved shirt and is resting her chin on her right hand, with her hand near her neck. The background is a solid teal color.

Women are positioned to capture
a much more significant share of
“**money in motion**” going forward

5 Years

Additional years of life
expectancy for women in the U.S.
compared to men

30%

Increase over the past 5 years
in married women making
financial household decisions

Various economic and social factors are contributing to the “**Womanization of Wealth**” before the “Horizontal Wealth Transfer”

Today, More Women Are...

C-Suite Executives

44% of companies have 3 or more women in their C-suite, up from 29% in 2015¹



Entrepreneurs

Women-owned businesses represent 39% of all businesses (14M+) employing 12.2M workers and generating \$2.7T in revenue²



Millionaires

Account for over 11% of the world's millionaires, nearly double the share in 2016³



Controlling Assets

\$11T in assets today (31% of total), which has been steadily growing over time³



Leading Family Offices

While women represent 10% of the wealth-holders for those with \$100M+, they control 15% of the world's family offices⁴



Wealth Management Clients

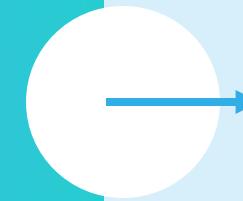
45% of UBS's wealth clients are now women³



With this shift, more women are poised to be both **clients and leaders** within the Wealth Management industry

Today

70% of **affluent households'** investable assets are controlled by baby boomers and 66% of these assets are held by **joint households** (woman present but not involved in financial decisions)¹

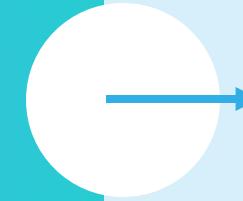


Future

By 2030, U.S. women are expected to control the majority of the **\$30T** in financial assets that baby boomers will possess & 2/3 of the private wealth in the U.S. overall¹

85%

of financial advisors are men¹



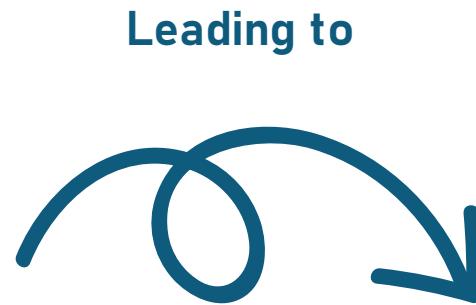
“More women are reaching the **upper tiers of the wealth management industry**— just in time for a **\$30T** wealth transfer”²

But women are not being adequately served by Wealth Management companies today

86% of Asset Managers admit that their **default investment customer** (the one they automatically target w/ their products) is a **man**¹

67% of woman investors globally stated that their wealth managers **misunderstood their goals**²

Black and Latina women are 3x times as likely as White women to say **financial services do not fit their needs**³



62% of women are willing to consider switching to another wealth manager, **vs. 44% of men**¹

And this opportunity is even more apparent for older women

70% of women
change financial advisors
within 1 year of their spouse's passing



But there are **nuances between and within generations**, creating distinct opportunities to **engage each group**

Gen Z

71%

currently investing



Preference for female advisors (65% agree)

Higher confidence vs. other generations in their **ability to afford retirement (65% agree)**

More likely to lean into personal finance apps/**robo-advisors**

46% get investing ideas from **social media**

Millennial

63%

currently investing



45% currently working with an FA (highest among generations)

More likely to be **sole financial & investment decision maker** vs. other generations (**49% agree**)

More open to risk, but still more conservative with investing strategy vs. Millennial men

Gen X

55%

currently investing



Lower confidence vs. other generations in their **ability to afford retirement (48% agree)**

36% feel **patronized by FAs**

2x less likely to invest outside of their retirement fund vs. Millennial women

Boomer

57%

currently investing



95% of widowed Boomers wish they had been more “interactive and inquisitive” with finances while spouse was alive

More conservative in approach to investing vs. other generations (prioritize higher allocation to fixed income investments like bonds)

...44% of women regret not starting to save and invest sooner

Marketers need to be there for **every stage** of the journey

While it's important to understand the general differences between a man and woman's approach toward investing, women are not a monolith. One of the main reasons women switch financial advisors is because of stereotyping. **Understanding the nuances of a woman's stage in her financial journey, her life goals and her attitude toward investing is vital.**



Affluent women approach Wealth Management differently than their male counterparts, which has *media and marketing implications*

A Man's Approach

Goals & Focus

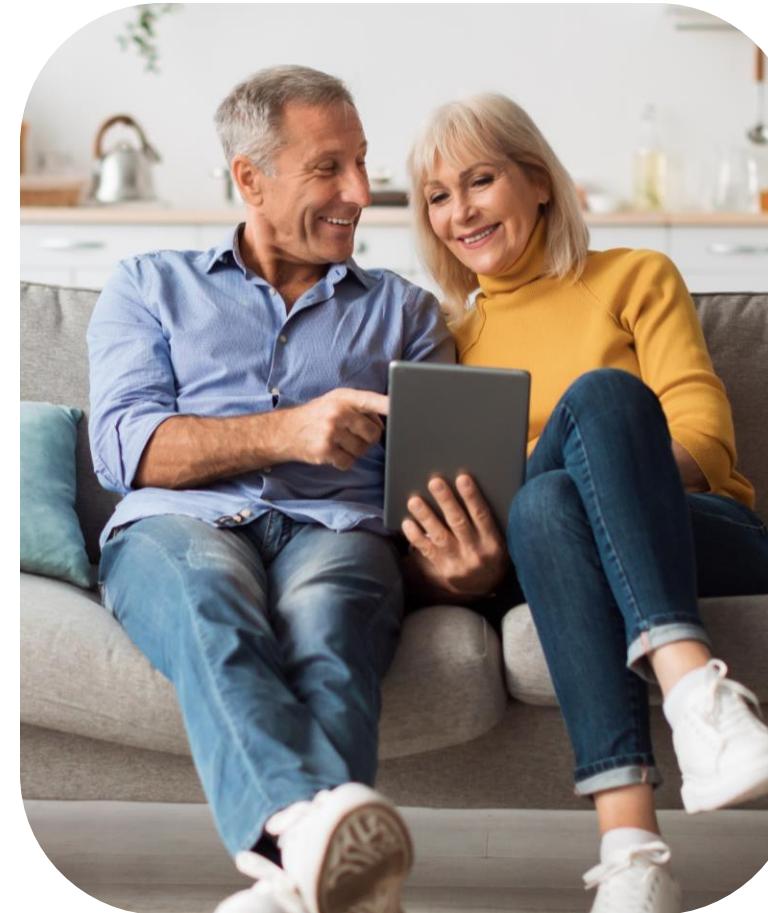
Outperforming the market
Wealth accumulation

Risk Tolerance & Investment Preference

Comfortable with volatility
Focus is on financial returns

Advisor Approach

Less likely to seek professional advice & rely more on own research



A Woman's Approach

Goals & Focus

Real-life goals (e.g. retirement, health)
Financial security
Children's education

Risk Tolerance & Investment Preference

Prefer stability & security
More interest in sustainable, impact-driven & ESG investing

Advisor Approach

More likely to seek professional advice
Prioritize trust & personality fit



How are you **engaging women financial decision makers** today?

Discussion



01.

Audience Strategy

- Demographic (Income, Net worth, Age/Gender)
- Strategic targets (attitudes and behaviors)
- Initiatives around Women Financial Advisors?



02.

Media & Messaging Strategy

- Strategy by platform (TV / Streaming for Brand/Trust, Display for conversion)
- Key messaging themes



03.

Existing Partnerships

- Endemic and non-endemic partners
- Sponsorships



NBCU can help you reach & engage
Women Financial Decision Makers...

....Across all stages of their financial journeys

Short & Long-term Opportunity



Women FDMs Under 60
W18-60

NBCU Portfolio Reach

47M (84%)

Why Do They Watch?

Be Inspired, Learn, Escape

Lifestyle & Hobbies

Fine Dining, Movies, Wine, Gift Giving, Beauty, **Running**, Charity / Volunteer Work, Cooking / Baking, **Crafts & Artistry**, Health & Wellness, **Parenting**, Entertaining / Hosting

Women C-Level Executives
W18+

1M (92%)

Relaxes, Stimulates Thinking,
Escape

Horizontal Wealth Transfer Opportunity



HNW Women Baby Boomers
W60-75

4M (91%)

To Be **Entertained**,
Be Informed, & Learn

Travel, Movies, Dining, **Technology**, Fashion, Beauty, Gift Giving, Health & Wellness, Charity / Volunteer Work, Cooking / Baking, Shopping & Browsing, Going to Exhibitions, **Vacationing Aboard**

Women Baby Boomer FDMs
W60-75

16M (86%)

To **Stay Trendy**, Be Entertained, & Stimulate Thinking

In premium content & events throughout Q4



Partner with NBCU to reach & engage Women Financial Decision Makers

Strategic Audiences

Reach Women Financial Decision makers across the NBCU portfolio

NBCUniversal

Live Events & Endemic Content

Build Awareness and Trust through News, Sports & other Live Events



Experiences

Engage valuable audiences in high touch environments



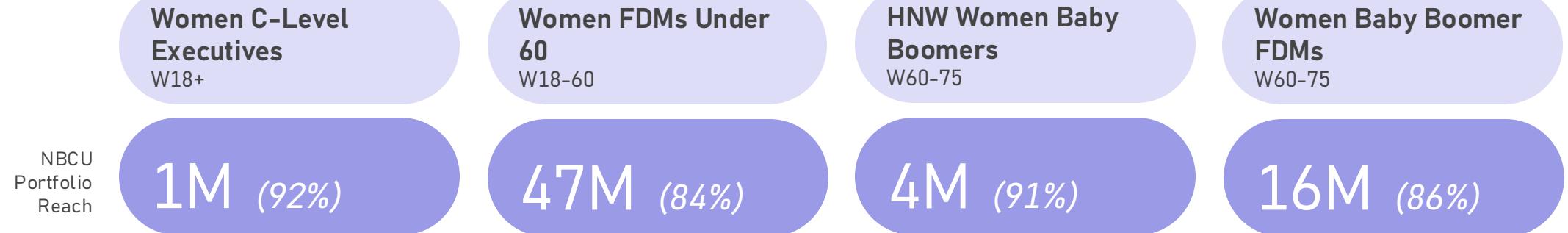
Custom Content

Create custom content tailored to the unique investing behaviors of Women Investors

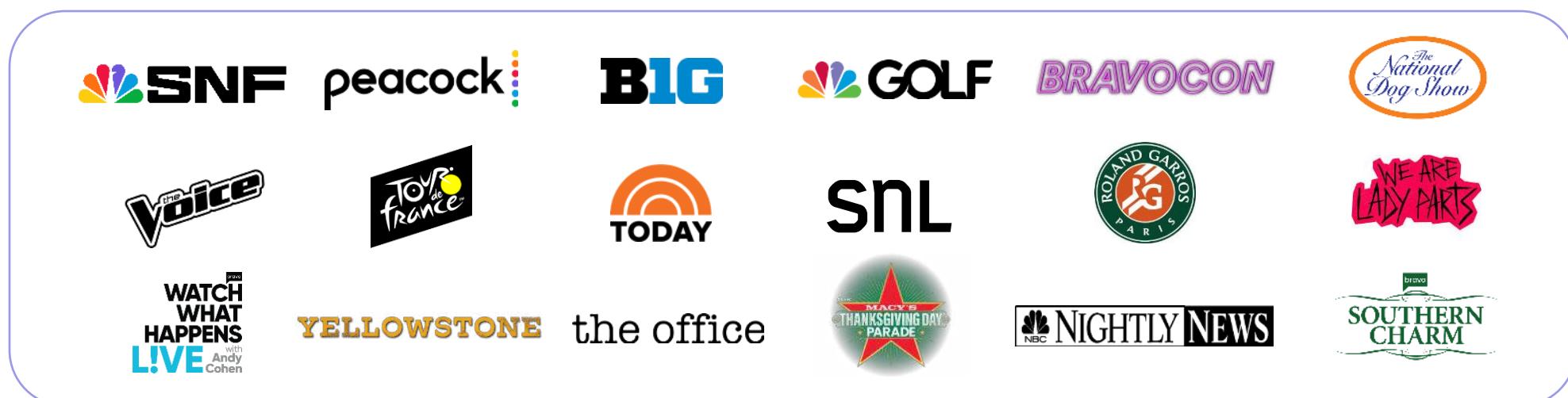
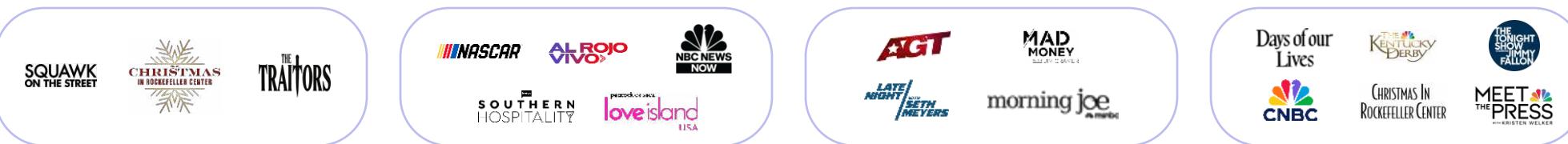


BRAND STUDIO

There are similarities and differences in the types of content these unique audiences watch



What Are They Watching?



There are similarities and differences in the types of content these unique audiences watch

HNW Women
W18+

NBCU
Portfolio
Reach

13.4M (90%)



Women FDM Gen Z/Millennials
W18-44

27.0M (81%)



Women FDM Gen X/Boomers
W45-75

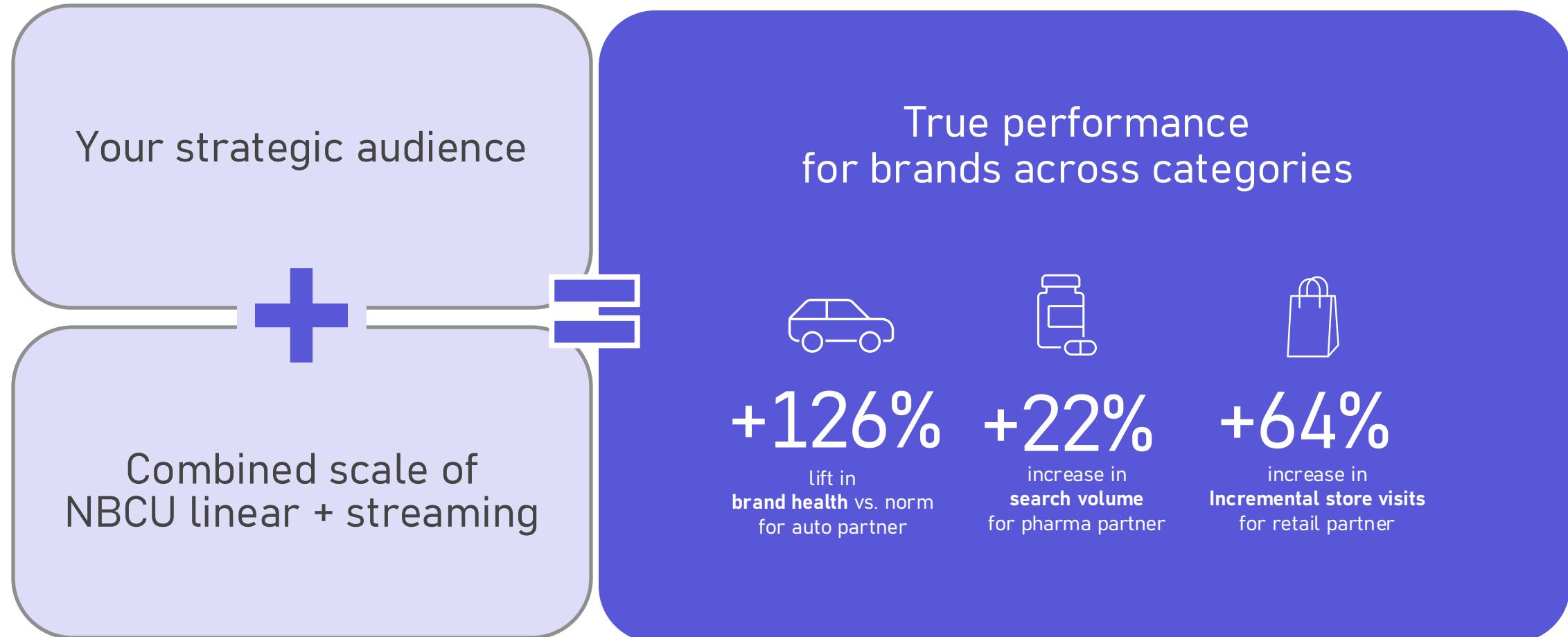
33.5M (85%)



What Are
They
Watching?



One Platform Total Audience is the best way to leverage our cross-platform scale & drive your results



We have different audience-based activations to fit your objectives

Activate your audiences, your way



Streaming

Dynamic, 1:1 addressable delivery
across CTV, desktop, and mobile

- ✓ Direct IO,
PG, or PMP



Data-driven linear (DDL)

Enhanced 1:many delivery at scale through
the broad reach of national linear TV

- ✓ Managed service
or self-service
- ✓ NBCU only
or cross-pub
with OpenAP



Cross-platform (XP)

One Platform Total Audience

Unified, cross-platform strategic audience
optimization across linear & streaming

- ✓ NBCU only
or cross-pub
with OpenAP
- ✓ Streaming via
direct IO or PG

NBCU is the home of
live

The top 100 most-watched
telecasts of the last year
were all live events





94% of women in the *C-suite* played sports, with 52% having played at the collegiate level.





NBCUniversal Adds WNBA to Vast Women's Sports Portfolio

50+
Regular &
Early Post-
Season Games

3
Finals Series
Over 11 Years

7
Conference
Final Series
Over 11 Years

Our Premier NBC Sports Content Portfolio

(Where We've Invested Long-Term)



2025



2026



2028



2029



2030



2031



2032



2034



2036



Become Newsworthy with Endemic Alignment

Promote our reach of these financially and politically conscious consumers (along with other high value audiences) through our slate of trusted news content and news-centered partnerships

67%

of consumers consider
CNBC properties to be
Very/Extremely Trustworthy



At NBCUniversal, **CNBC** drives full-funnel brand metrics for financial service brands, including **+108% lift in consideration & +63% lift in brand opinion**

The Power of Endemic Alignment



CNBC Your Money:

CNBC's Senior Personal Finance Correspondent, Sharon Epperson, and other CNBC experts help educate, empower and engage consumers to take control of their finances



CNBC Make It Mondays:

Make it Mondays airs throughout CNBC business day programming and highlights an entrepreneur's small business and the entrepreneurial spirit that animates the American worker and broader U.S. economy

Engage valuable audience in high touch environments

Making Space



October 2024, Austin

This one-of-a-kind weekend will give women the tools and permission to find, accept and nurture their authentic selves through a series of workshops, meditations and explorations

CNBC Changemakers: Women Transforming Business



Spring 2025, LA or NY

2nd annual summit recognizing 50 pioneering women leaders who are impacting society, challenging established business practices, and driving industry-wide change
200+ women business decision makers

Women & Wealth



Q1 2025

Explores ways that women can increase their income, save for the future, and make the most out of current opportunities

500+ primarily women investors, business decision makers and consumers

1,000+ attendees

Engage valuable audience in high touch environments

Game Plan



Q3 2025

CNBC & Boardroom's high-powered event brings together the most influential players and game changers who are shaping the future of the sports business

250+ influential leaders, athletes, key decision makers and high-profile industry movers

BravoCon



November 2025, Las Vegas

The ultimate celebration of all things Bravo will keep fans talking throughout the weekend and across all platforms

49% of Bravo's Audience has a \$100k+ HH Income, \$1.8T Annual Spend by Bravo Viewers*

*Source: 2023 MRI-Simmons Spring Doublebase USA weighted to Population (000) – Base: All (P18+). Bravo based on any watching in the past 30 days Bravo or Bravo online or Bravo on demand. Expenditures based on definition file totals. U.S. HH expenditures based on U.S. Bureau of Labor Statistics Expenditure Survey (<https://www.bls.gov/cex/>). U.S. HH's based on U.S. Census Bureau.

News Brand Studio Overview

A journalistic approach to brand stories

We specialize in creating high-quality, engaging content that connects with your target audience and strengthens your brand's identity.

Our team of expert journalists, content creators, designers and strategists work collaboratively to develop compelling, newsworthy stories that align with your business objectives and resonate with your customers.



BRAND STUDIO

Our storytelling services



Strategy

Creative ideation / Insight-driven / Goal-oriented / Fully collaborative / All formats



Creation

Award-winning production team / Credible reporting by journalists and subject matter experts



Distribution

Linear and digital / Contextually aligned



Promotion

Native touts / Organic and paid social / High-performing rich media content units



Optimization

A-B Testing / Performance analysis / Content optimization / Recalibrate promotional levers



Reporting

Real-time dashboard / Insights / Recommendations / Full wrap report

Utilizing CNBC's In-House *CFPs*

Leverage CNBC CFPs to create tailored content



- CNBC is uniquely positioned with 4 journalists who are Certified Financial Planners (soon to be 5 CFPs), while most media organizations have 1 or 2
- Leverage this talent pool to build out content, events and learnings sessions for FPA Members
- Build relationships with Next Gen FA Chapter leaders to address the unique needs of their members



Kelli Grant

Deputy PF Editor



Darla Mercado

Markets Editor



Emmie Martin

Make It Money Editor



Kate Dore

Personal Finance Reporter

Unlocking the Impacts of NBCU News Brand Studio

Branded content living on linear or digital is developed to feel native to NBCU properties, **imparting a halo of trust and credibility to brands**

+59%

Brand Recall compared
to other digital ads

+50%

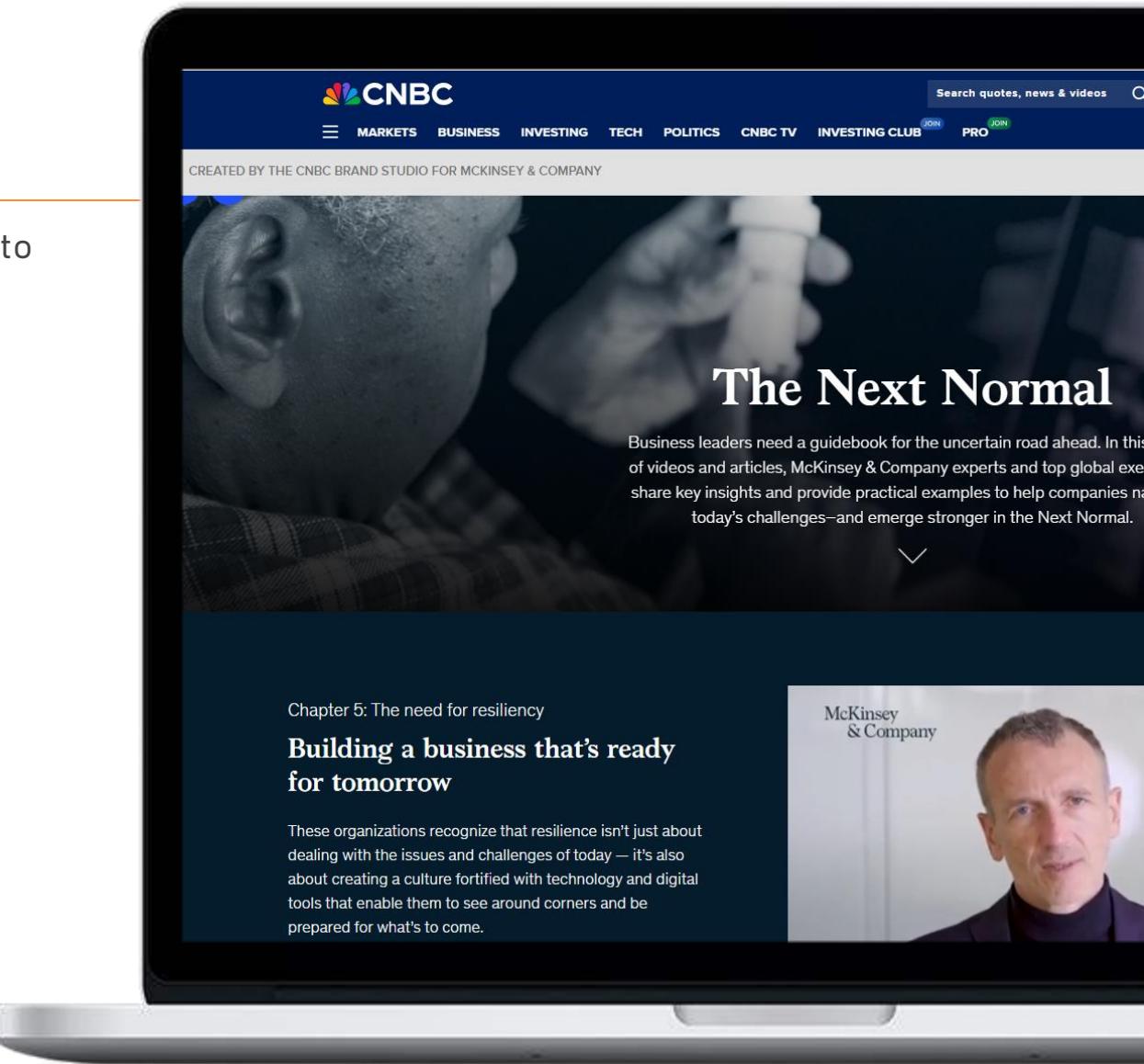
Brand lift for branded content
on a premium publisher

22x

more engaging
than display ads

62%

more likely to drive a positive
reaction than tradition :30s ad



*Please note images are for illustrative purposes only**

Story *Destination*

Branded content living on linear or digital is developed to feel native to NBCU properties, imparting a halo of trust and credibility to brands.

Linear:

Mass exposure to the **core NBC News Audience**

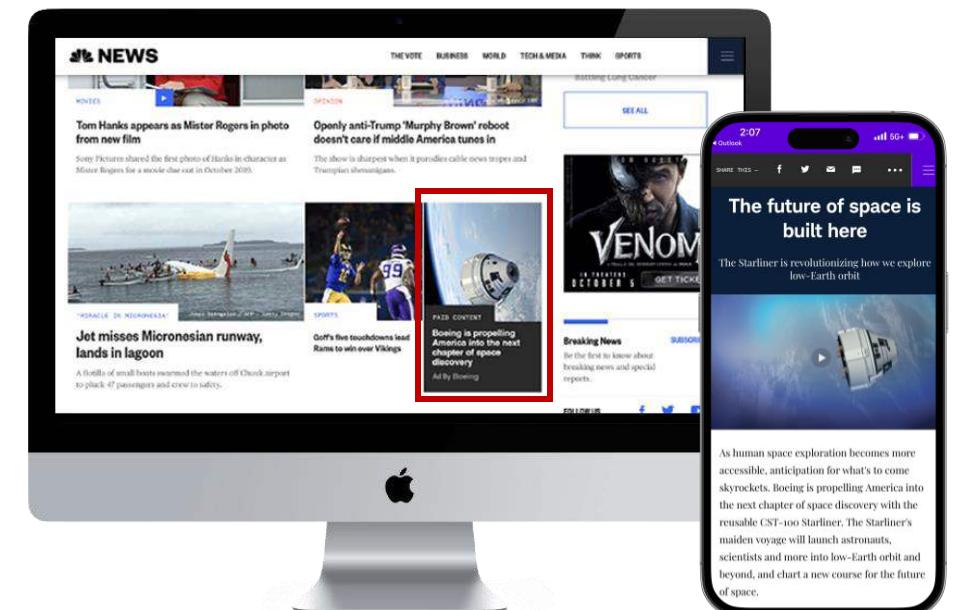
Contextually relevant branded content runs alongside linear programming.



Digital:

Find target audiences at **scale**

Editorially styled promotions, called “touts,” appear in editorial stream on homepages and relevant section fronts of NBC News sites.



Key Takeaways



1. The “Horizontal Wealth Transfer” represents a **\$9T Opportunity** to reach HNW women and women financial decision makers
(70% of women change financial advisors within 1 year of spouse passing)
2. The dynamics of the Wealth Management industry are poised to change given the **“Womanization of Wealth,”** even before the Horizontal Wealth Transfer occurs
3. NBCU has the **content, data & technology, storytelling capabilities & events** to help you reach & engage this valuable audience at scale

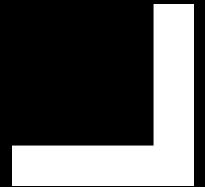
October 2024



NBCUniversal

Women & Wealth

Appendix

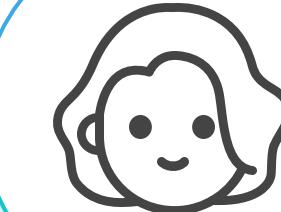


To understand our audience, we need to...

Recognize & set aside
our own biases and judgement

See the world from another perspective

Feel emotions in others

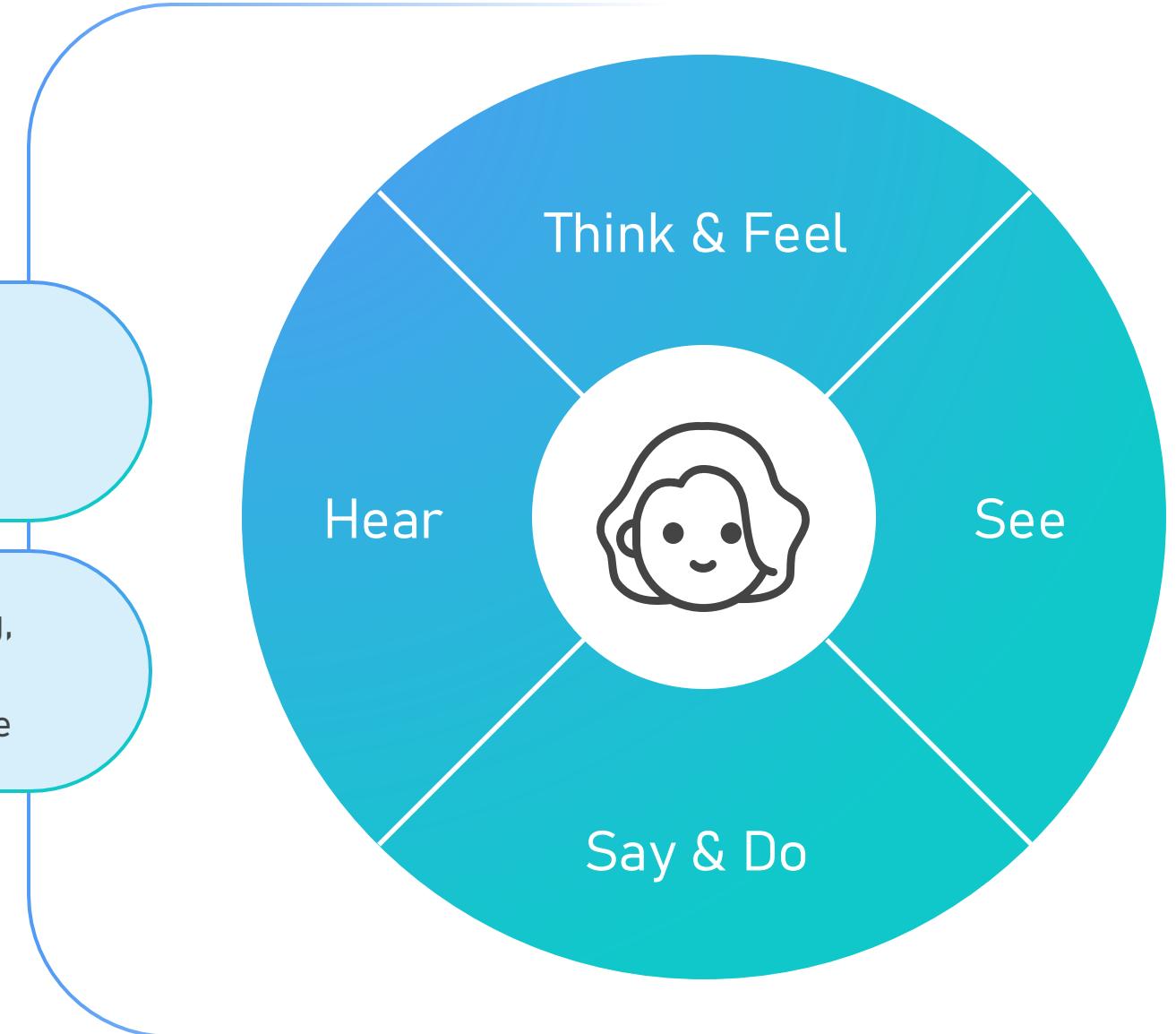


Human-centered design
starts with putting
us in their shoes

Introducing the empathy map

Empathy mapping helps us consider
how other people are thinking and feeling

Borrowed from the world of design thinking,
it allows people to *put themselves in the
shoes of target users* of a product or service



Construct for The Journey Map

Goals	What are the explicit (the what) and implicit (the why) desires of the individual?
Emotions	What is the individual's emotional waste toward the goal and the contextual factors that influence emotions toward the goal?
Barriers	What barriers exist that prevent the individual from attaining their goal?
Rules for Communication	How will communication best enable the motivational trigger?
Channels & Tactics	What tactics do we employ and where do those tactics need to live to ensure effective and efficient communication?
KPIs	What does success look like, both long- and short-term?

There are similarities and differences in the types of content these unique audiences watch

HNW

Women Baby Boomers
W60-75 / \$1M+ Investable Assets

NBCU
Portfolio
Reach

4M (91%)

UHNW

Women Baby Boomers
W60-75 / \$5M+ Investable Assets

850K (91%)

What Are
They
Watching?



UHNW

Women Baby Boomers
W60-75 / \$10M+ Investable Assets

125K (92%)

