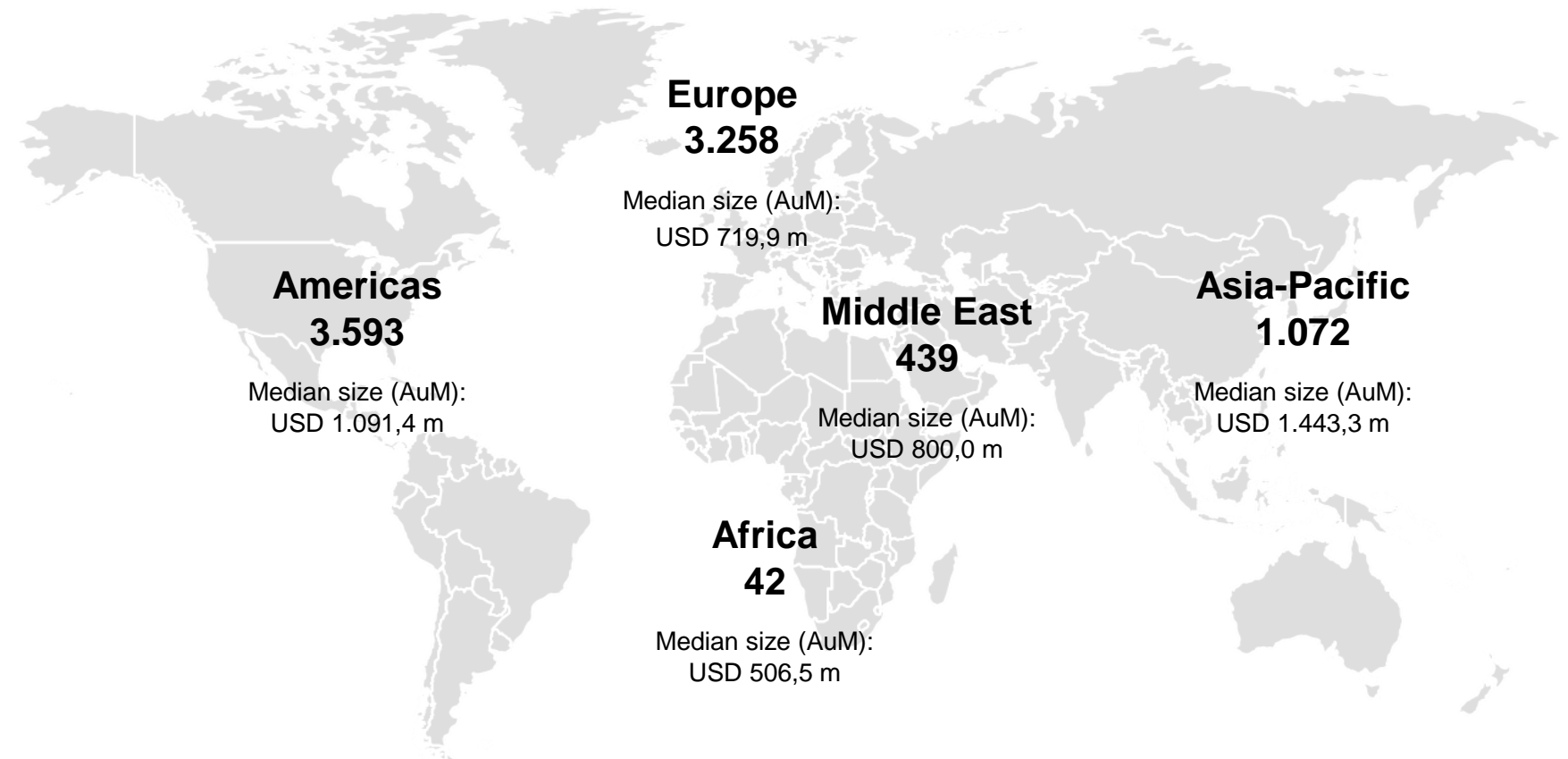


1

The family office  
landscape today

# Family office world view

- To date, we have identified **8,400 family offices worldwide.**
- It is noteworthy that **family offices in the Asia-Pacific region have the largest median size of AuM.**



2

Challenges and  
mistakes in the family  
office space

# Major mistakes in the family office setup process

Too much and too fast

The built-up of services, structures and people goes too fast, strategy is missing

Not enough flexibility

Lack of structural flexibility

No focus on security

Inadequate focus on security (cyber, risk,...)

Missing family involvement

Inadequate communication, involvement and transparency within the family

No values and vision

No discussion around values and a family vision

Not professional

The family office is not treated as a business and lacks professional governance

Casual hiring

Casual hiring practices