

Redefining Wealth: Exploring Non-Financial Opportunities for Singapore's Private Banks

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1 Identifying the Market Gap: An Emerging Opportunity in Sustainability Advisory

Overview

The transition toward sustainability is reshaping the expectations of high-net-worth individuals (HNWIs) and family offices across Asia. Clients are no longer viewing wealth management through a purely financial lens; instead, they are increasingly seeking integrated advisory solutions that align financial strategies with ESG considerations. Despite this shift in client priorities, private banking institutions in the region have been slow to adapt, resulting in a widening gap between demand and supply for non-financial, sustainability-focused advisory services.

Market Trends at a Glance

Accelerated Growth in the Carbon Credit Market

42% (USD400bn)
Expected CAGR of the Asia Pacific carbon credit market revenue from 2023 to 2030.

92%
Expected CAGR of the Asia Pacific carbon accounting software market during the period of 2025-2030.

Clients are leveraging carbon credits as a core component of their transition strategy, driving technology-driven demand, e.g. carbon accounting.

Rapid Advancement in Real Estate Sustainability

51% (6.5%) ↑
Offices in Asia Pacific has acquired green building certification, marking a 6.5% year-on-year increase.

80%
Buildings are targeted to conduct green transition under Singapore's Green Plan 2030 scheme.

The green transformation of the Asian real estate sector is accelerating, creating strong demand for sector-specific expertise and advisory support.

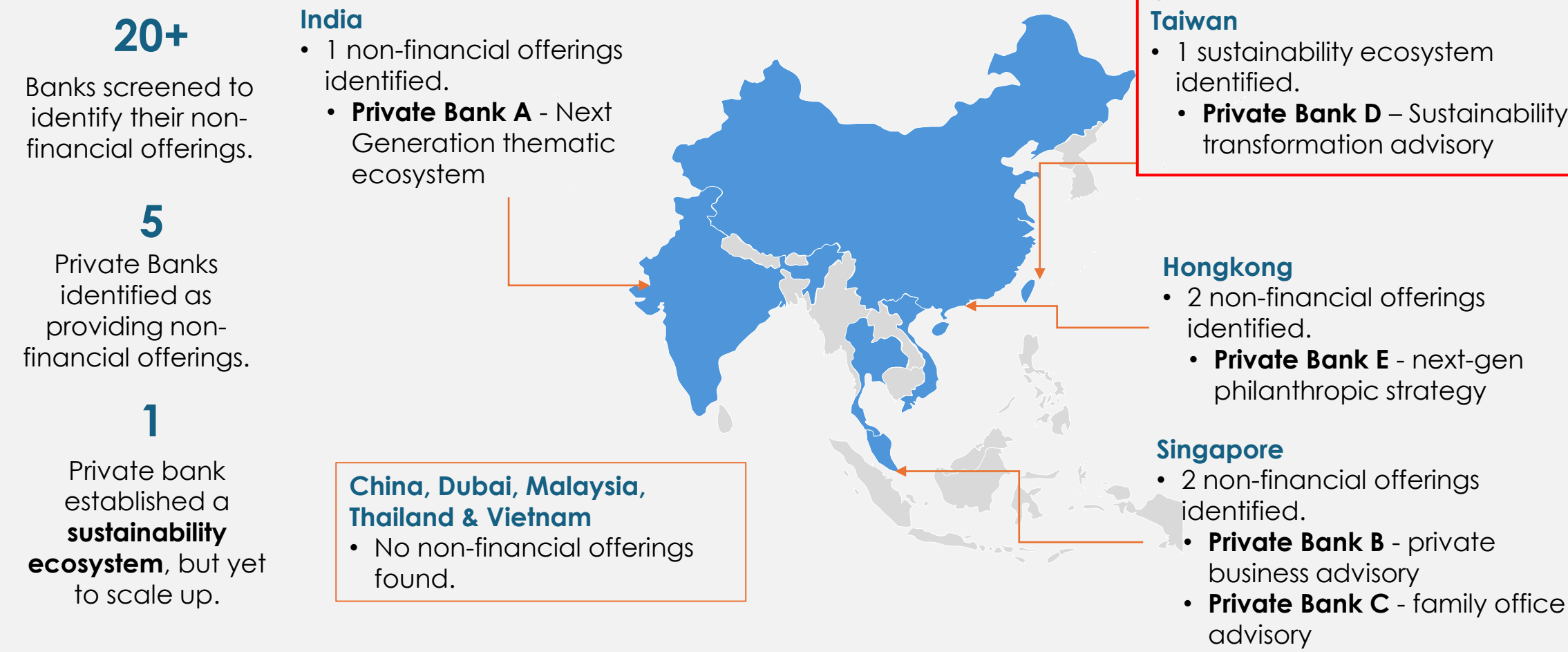
Expanding Demand for Sustainability Services

USD74bn
Registered by 2030 to meet the growing need for data-driven, scalable and efficient sustainability solutions.

25%
Asia-Pacific companies now publish ESG or sustainability reports, fostering the growth of sustainability service market.

Clients are seeking tailored, data-driven sustainability solutions to address complex transition and sustainability reporting challenges.

Geographical Market Research on Non-financial Offerings



- Private banks in 9 territories offer **limited non-financial value-added services**, with **sustainable transition support** remaining particularly underdeveloped.
- Private Bank E, the wealth management arm of Private Bank E (Taiwan), stands out as the only institution in the region to have established an integrated sustainability ecosystem, but yet to scale across markets.

Clients' Major Demand on Sustainability		Private Bank D
Sustainability Partnership	Establish collaborations to ensure successful delivery of sustainability initiatives.	<div>✗</div> Providing services internally
Green Business Transformation	Green the clients' own companies, not just their portfolios.	<div>✓</div> Sustainable Transformation Platform
ESG Compliance	Qualify existing products for ESG compliance, ensuring alignment with sustainability standards.	<div>✗</div> No specific services provided
ESG Talent	Acquire talents in sustainability-related fields.	<div>✓</div> Periodic ESG Training
One Group Approach	Explore compelling and appropriate sustainability objectives aligned with client's enterprise goal.	<div>✗</div> No specific services provided

Sustainability Market Gaps and Opportunities

Demand Side:

Increasing Sustainability Pressure

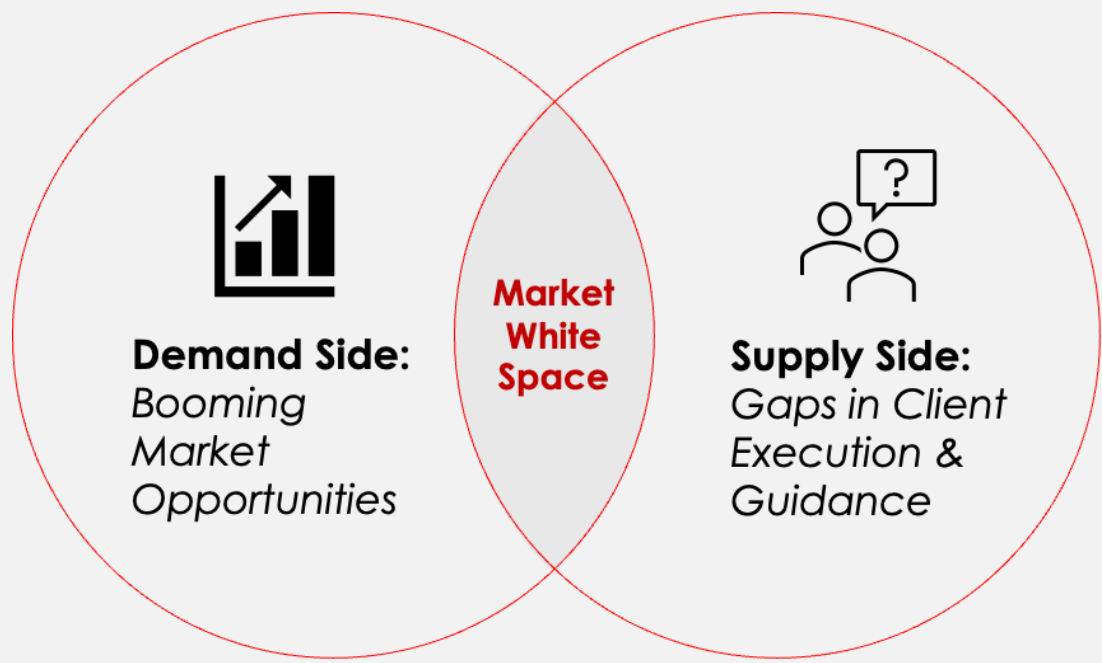
These pressures include decarbonisation, alignment with net-zero target and global regulations, managing carbon taxes, and avoiding reputational risks.

Accelerating Intergenerational Wealth Transfer in Asia

The emerging trend and growing interest demonstrates a strong commitment to sustainability that align wealth with purpose.

Behavioural Shift Among High-Net-Worth Individuals

This shift is driving increased interest in bespoke sustainability consulting and ESG-aligned solutions.



Supply Side:

Untapped Market White Space

Most private banks often overlook clients' non-financial operational challenges. This presents a clear opportunity to fill the implementation gap.

Talent Gaps

The majority of Singapore companies are experiencing a shortage of ESG-related talent. Therefore, the companies will need to seek assistance from third-party organisation.

Limited Competitor Offerings

Benchmarking against regional players highlights significant gaps. Nearly none of the private banks in Asia are providing complete sustainability-related offers.

To bridge the gap and establish a **first-mover advantage** in the private banking market, the bank could position itself as a sustainability ecosystem that directly addresses the rising demand for non-financial sustainable solutions. By connecting clients with a curated network of trusted partners and domain experts, the bank can serve as a strategic enabler, supporting clients in overcoming sustainability challenges and advancing their ESG objectives more effectively.

2 Case Studies: Proposed Studies for Private Banks Offerings under various topic



Net Zero Case

Client	HNWI entrepreneur driving sustainability in manufacturing
Case Background	A manufacturer with significant emissions sought strategies to achieve net-zero, using carbon credits to offset emissions.
Objectives	<ul style="list-style-type: none">Secure high-quality, verifiable carbon creditsEstablish a carbon credit procurement
Intended Outcomes	<ul style="list-style-type: none">Used Carbon credit platform trading carbon creditsEngaged third-party NGOs to review offset project qualityCollaborated internally to map out carbon reduction and offsetting strategies
Key Partner Mapping	Carbon Market Platform Independent NGO



Business Transformation Case

Client	UHNW individual spearheading energy transition in legacy marine business.
Case Background	A next-gen client took over the family's marine engineering business and is championing the adoption of renewable energy solutions to reduce operational emissions.
Objectives	<ul style="list-style-type: none">Design a long-term sustainability strategyBridge Green financing gap
Intended Outcomes	<ul style="list-style-type: none">Secured government-linked grant support for sustainability transformationCo-developed a sustainability roadmap with the bank's dedicated sustainability team
Key Partner Mapping	Government Funding Agency Private Banking Sustainability Office



Green Property Case

Client	HNWI with exposure to property assets seeking green certification
Case Background	A real estate portfolio underperforming on energy metrics requires a capital-efficient decarbonisation solution.
Objectives	<ul style="list-style-type: none">Achieve national green building certificationReduce overall property energy intensity
Intended Outcomes	<ul style="list-style-type: none">Achieved portfolio-wide green building certificationCo-developed a property decarbonisation roadmap with technical experts
Key Partner Mapping	Private Banking Sustainability Office



Sustainability Reporting Case

Client	HNWI with a listed electronics firm pursuing ESG compliance
Case Background	Lim Electronics lacks ESG reporting expertise and face increasing stakeholder expectations for transparency.
Objectives	<ul style="list-style-type: none">Publish first sustainability reportAlign with leading global frameworksMap and Assess responsible suppliers
Intended Outcomes	<ul style="list-style-type: none">Released the first ESG disclosure aligned with global standardsSecured advisory grant support for sustainability reportingMapped critical suppliers and identified high-risk vendors
Key Partner Mapping	ESG Consulting Firm Government-Linked Grant Program