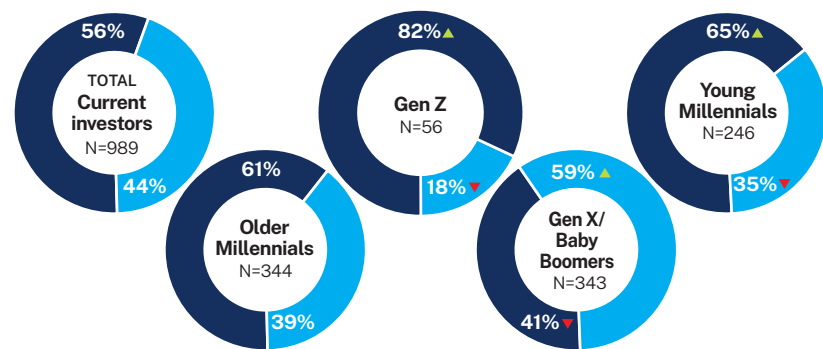


## WHO ARE THE ESG INVESTORS

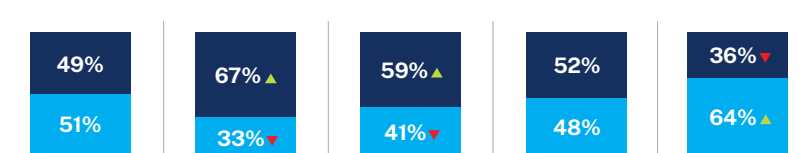
- 95 per cent of survey participants are currently investors, out of which, more than half hold sustainability investments
- The proportion of Gen Z investors who were ESG investors was double that of Gen X and baby boomers
- Gen Z respondents were more likely to have asked their financial advisor about sustainable investments, or already hold them, compared to Gen X and baby boomers

■ ESG Investors ■ Non-ESG Investors



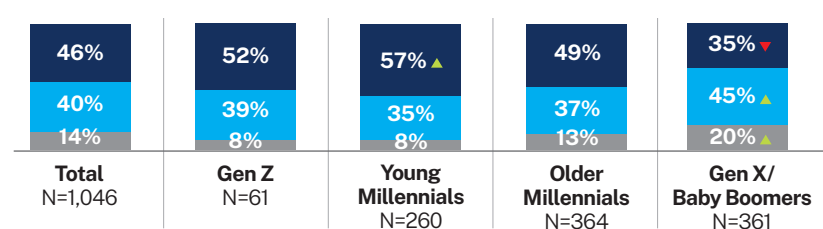
### Asked a financial advisor about sustainable investments

■ Yes ■ No



### Currently hold responsible, sustainable, solidarity-based investment

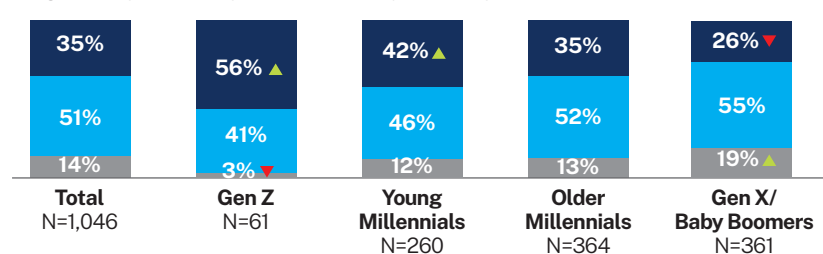
■ Yes ■ No ■ I don't know



## HOW IMPORTANT IS ESG

Gen Z survey participants were also more likely to consider ESG issues to be important to their investment portfolios

■ It is extremely important and significantly impacts my portfolio ■ It is quite important and may impact my portfolio ■ It is irrelevant



## WHAT RESPONSIBLE INVESTING MEANS

- A higher proportion of Gen Z survey participants is aware of the role of the financial sector in responsible investing, compared with young millennials and older respondents
- Gen Z respondents were also the most skeptical on whether responsible investing was an effective way to contribute to ecological transition

	Total (N=1,046)	Gen Z (N=61)	Young Millennials (N=260)	Older Millennials (N=364)	Gen X / Baby Boomers (N=361)
An effective way to contribute to the ecological transition	21%	13%	22%	22%	20%
An opportunity to do a good deed for the environment and for society while growing your savings	46%	43%	43%	45%	50%
Awareness of the part that the financial sector plays	25%	41%	27%	25%	21%
No clue	8%	3%	8%	8%	9%

Notes 1: **Survey information:**  
 Number of respondents: 1,046  
 Age: 21 years old and above  
 Personal income: \$55,000 and above per month

Gen Z: 21-24 years old  
 Young Millennials: 25-34 years old  
 Older Millennials: 35-44 years old  
 Gen X / Baby Boomers: 45 years old & above



# ESG investing: How younger investors are leading the way

A generation gap - that's what *The Business Times - Amundi ESG Investing Report* found when it comes to attitudes and actions towards sustainable investing. But while younger investors in Singapore pay more attention to environmental, social and governance (ESG) issues, the survey also found that Gen X and baby boomers plan to jump on this rising tide.



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## IMPORTANT CAUSES

- Global warming was the top concern for all survey participants, regardless of age
- Younger investors paid more attention to the 'social' aspect of ESG
- Poverty, as well as inequalities and discrimination, were other issues younger investors were concerned about

	Total (N=1,046)	Gen Z (N=61)	Young Millennials (N=260)	Older Millennials (N=364)	Gen X / Baby Boomers (N=361)
Global warming	73%	74%	73%	72%	75%
Water and natural resources management	53%	44%	45%	53%	60%
Air pollution	48%	44%	44%	50%	50%
Poverty around the world	40%	56%	43%	40%	35%
Inequalities and discrimination	39%	48%	45%	39%	33%
Well-being at work	33%	26%	35%	35%	31%
Biodiversity	13%	8%	13%	11%	16%

## ECO-FRIENDLY INVESTOR BEHAVIOUR

- Majority of survey participants across all age groups recycle waste
- Buying locally grown and organic products seems to be more prominent among Gen Z consumers

	Total (N=1,046)	Gen Z (N=61)	Young Millennials (N=260)	Older Millennials (N=364)	Gen X / Baby Boomers (N=361)
I recycle my waste	75%	79%	72%	73%	80%
I favour low-carbon / green transport when I can	60%	67%	61%	57%	62%
I look into these topics	51%	54%	59%	52%	43%
I donate to charities	41%	43%	43%	40%	40%
I purchase locally grown and organic products	40%	54%	39%	40%	40%
I volunteer in a NGO	13%	15%	14%	13%	12%
I don't have time to bother about these issues	4%	0%	3%	4%	4%

## WHAT'S NEXT

More than half of Gen X and baby boomers surveyed plan to make sustainable investments in the next 12 months

■ Do not plan to do so in the next 12 months ■ I plan to do so in the next 12 months ■ I already do this

	Total (N=1,046)	Gen Z (N=61)	Young Millennials (N=260)	Older Millennials (N=364)	Gen X / Baby Boomers (N=361)
Recycle	3 18 79%	18 82%	5 20 75%	4 19 77%	2 16 82%
Play careful attention to what I buy	6 28 66%	5 21 74%	7 25 68%	7 31 63%	5 29 66%
Use bicycle / public transport instead of car	11 26 64%	8 23 69%	11 27 62%	10 27 63%	12 24 65%
Eat less meat	19 33 48%	18 26 56%	19 30 52%	19 37 45%	18 33 49%
Invest in sustainable / green investments	11 42 47%	5 36 59%	9 38 53%	12 37 52%	13 52 35%

Notes 2: ▲ Significantly higher or lower compared to total

Research powered by the Kantar Profiles Network



It's high time that ESG investing is widely considered an actual tool to contribute to solving ongoing environmental and social changes. As a financial institution with a long history in responsible investing, Amundi has a role to play in joining hands with banks and other partners to construct and offer meaningful solutions toward impactful changes.

Albert Tse, CEO South Asia, Amundi

While ESG investing is still nascent in Asia as compared to other markets, it is definitely heartening to see that contributing towards a sustainable future through investing is fast becoming a priority for many investors. At Endowus, we saw a 16X increase in clients holding an Endowus ESG Portfolio as of end-May 2022. To drive even greater adoption of ESG investing, deeper education can allow more investors to understand how they can not only do well, but also do good.

Samuel Rhee, Chairman & Chief Investment Officer, Endowus

