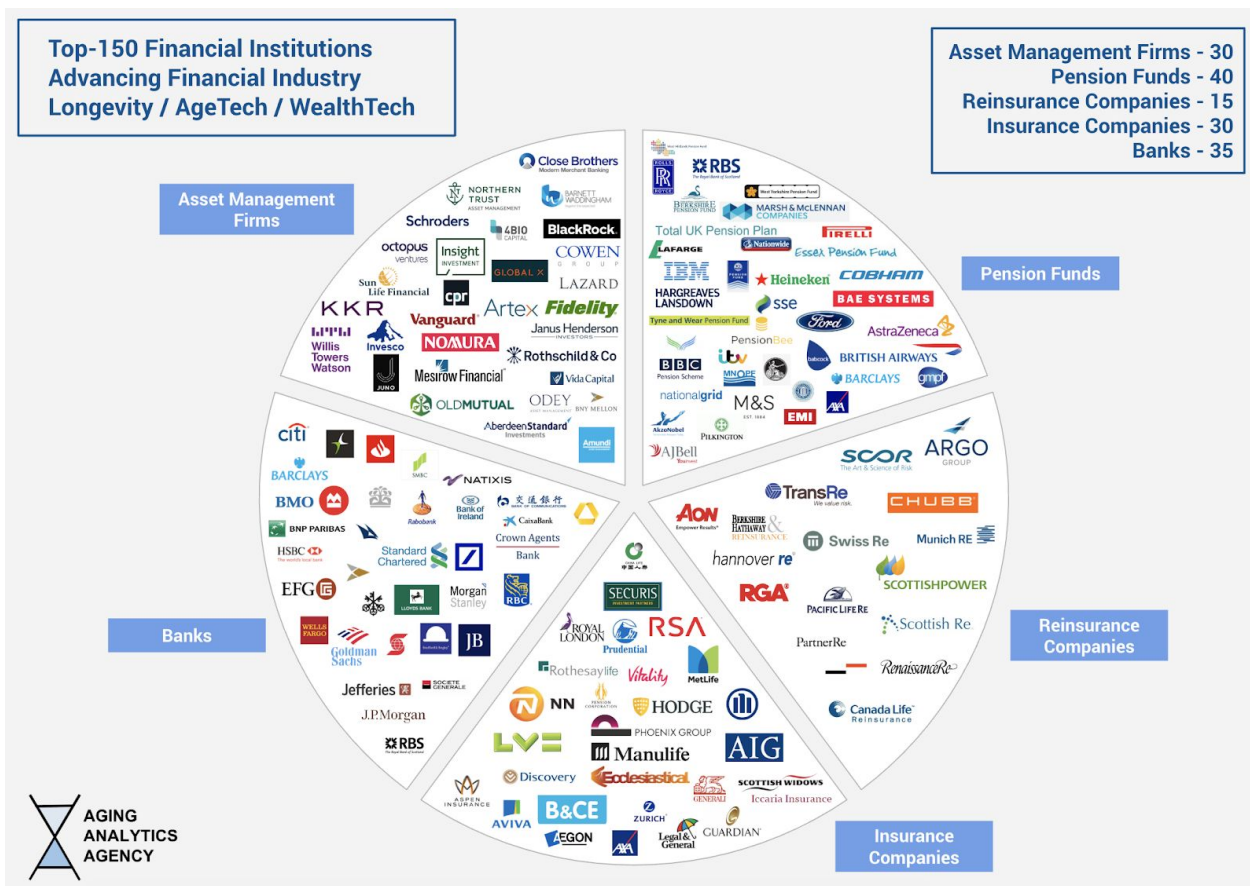


Press Release

Longevity MegaTrends Reshaping the Global Financial Industry

New Landmark Analytical Report Examines How Large Financial Institutions Can Transform the Problem and Deficit-Model of Ageing Population into the Opportunity and Asset-Model of Healthy Longevity



July 17, 2019, London, UK: Aging Analytics Agency releases an 80-page open-access new landmark analytical report [Advancing Financial Longevity Industry](#) that profiles the Longevity-related activities and prospects of 150 leading UK-based financial institutions, including banks, pension funds, insurance and reinsurance companies and asset management firms, delivering relevant information about the Longevity MegaTrend reshaping the global financial industry, as well as the Longevity risks, challenges and opportunities currently facing financial corporations.

The main goal of the report is to deliver practical answers to specific questions concerning the influence of ageing on financial institutions' activity in order to optimize their short and long-term strategies, with a new updated edition being released each financial quarter, incrementally increasing the precision, relevance and actionability of its industry analysis.

Ageing represents not only one of the most pressing problems of our time, but also one of the most promising opportunities. Financial institutions can either sink or swim when hit by the oncoming Silver Tsunami. Whether they succeed to ride the wave or drown under it will depend not only on their

willingness to deploy new business models adapted to aging population and the emerging industries of AgeTech, WealthTech and Longevity Finance but also on the quality of analytics that they use to formulate such business models.

This report aims to deliver the tools necessary to transform the problem of ageing into the opportunity of Longevity. publication of an open-access part of the special case-study on the topic of “Advancing Financial Industry - Longevity/Agotech/WealthTech”. The report covers different aspects of the participation of the main financial institutions - insurance companies, banks, pension funds and asset management firms - in the Longevity market.

The two opposed MegaTrends of Aging Population and Advanced Biomedicine are already beginning to affect the global economy in significant ways, creating opportunities for some organizations and important threats for the others. This influence can be clearly observed at the center of the financial industry: some industry players like pension funds incur tremendous losses, while others like asset management firms generated increased profits as a result of Longevity. Large financial institutions ranging from private wealth and retail banks, pension funds, insurance and reinsurance companies, pension funds and asset management firms stand to either gain or lose from the oncoming collision of these two opposed megatrends.

This situation creates an urgent need for large financial corporations to reinvent their business models to reduce the economic burden caused by demographic ageing through specific products and policies, and to tap into the rising AgeTech, WealthTech and Longevity Finance markets that are emerging as a result of the 1 billion people on retirement globally, not only surviving the Silver Tsunami, but thriving and prospering as a result of it, maintaining their existing sources of revenue, while opening doors to an untapped ocean of the new ones. Meanwhile, those institutions that fail to recognize the oncoming collision of these two opposed megatrends and to reinvent their business models accordingly will stagnate and be washed away.

In order to address these issues, this report provides a deep analysis of the main challenges that financial institutions have to overcome in order to stay competitive and opportunities appearing for such companies and provides tangible recommendations and industry overviews for each specific type of financial institutions. It also features a specific chapter on the topic of Longevity Risk, which currently constitutes a significant threat for all the types of financial institutions, as well as the tools of how such organizations can deal with this rising category of risk.

Link to the analytical report: <https://www.aginganalytics.com/advancing-financial-industry>

About Aging Analytics Agency

Aging Analytics Agency is the world's premier provider of industry analytics on the topics of Longevity, Precision Preventive Medicine and Economics of Ageing, and the convergence of technologies such as AI, Blockchain, Digital Health and their impact on the healthcare industry, renowned for its development of sophisticated comparative analytical frameworks allowing for practical and tangible forecasts to be applied to industries that are otherwise too complex for standard analytical approaches to be used in a relevant way. The company provides strategic consulting services in fields relating to Longevity, and currently serves as the primary source of analytics and data for the UK All-Party Parliamentary Group for Longevity.

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