

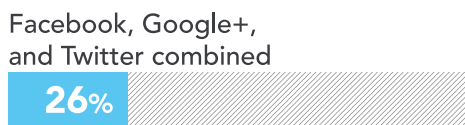
AFFLUENT INVESTORS USE OF SOCIAL MEDIA

Cogent Research partnered with LinkedIn to learn how affluent investors across the U.S. and Canada use social media to inform financial decisions.

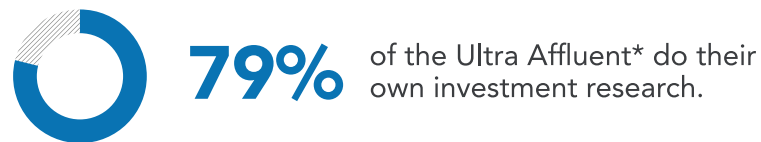
5 MILLION
affluent investors use social media to research financial decisions



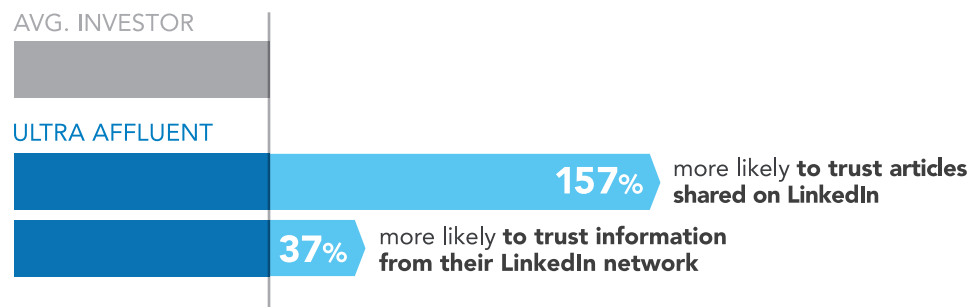
Where Do Investors Research Financial Decisions?



What Makes Ultra Affluent Investors Different?



Compared to the average investor, the Ultra Affluent are even more likely to trust LinkedIn:



The next generation of **Ultra Affluent investors** will come from today's **Mass Affluent**

What Do Investors Want from Financial Companies that Use Social Media?

1. More relevant and timely content and updates
2. Information and greater transparency
3. Real-time interaction and conversation

Where Do Investors Expect Financial Companies to Advertise?

1. Financial Websites (Bloomberg, Smart Money, CNN Money)
2. LinkedIn
3. Online Newspapers (Wall Street Journal, New York Times)

What Makes LinkedIn Members Different?

