

News

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SWISS-BASED ASSOCIATION OF INTERNATIONAL WEALTH MANAGEMENT AND MOODY'S ANALYTICS BRING WORLD'S LEADING WEALTH MANAGEMENT DESIGNATION TO NORTH AMERICA

Offer new global standard in wealth management proficiency in North America, starting with Canada

LONDON, February 5, 2014 — The Association of International Wealth Management (AIWM), a Zurich-based international non-profit organization for wealth management professionals, has partnered with the Training and Certification arm of Moody's Analytics to bring the world-recognized Certified International Wealth Manager (CIWM) designation to North America. The partnership, drawing on the time-tested success and reputation of the AIWM wealth management competency model and the excellence of Moody's Analytics' learning methodologies and existing wealth management program, marks the launch of the world's leading wealth management credentialing program in North America.

"I am truly excited about this partnership between Moody's Analytics and the AIWM to bring the Certified International Wealth Manager designation to North America," says Simon Parmar, Managing Director, Moody's Analytics. "Today, wealth knows no borders, and neither should wealth management standards. Here in Canada, as elsewhere around the world, affluent clients expect their advisors to provide high-quality counsel, knowledge to meet their complex needs, and a global perspective. The Certified International Wealth Manager designation, a global standard in wealth management proficiency, is a game-changer in the North American market, raising the bar in the professionalization of wealth management advice."

The international wealth management and private banking industry is changing and growing rapidly, especially in the high-net-worth segment, presenting significant business opportunities for the world's advice professionals and financial services institutions globally. In Canada alone, the number of affluent individuals is projected to double by 2020 to more than one million Canadian households with investable assets of over one million dollars. Serving today's wealth owners requires a deep understanding of the complexities of global financial markets, holistic advice models and the principles of effective client relationships.

"Partnering with Moody's Analytics was a logical step in our effort to promote wealth management education and professional excellence across the globe," says Dr. Jean-Claude Dufournet, CEO, Association of International Wealth Management (AIWM). "Both of our organizations are committed to enhancing professional competency standards in the wealth management profession

around the world. Expanding the Certified International Wealth Manager designation into North America, one of the world's largest wealth management markets, helps us achieve that goal, providing a global training and credentialing platform for advice professionals interested in high-quality education, international networking opportunities and best practices.”

The Certified International Wealth Manager (CIWM) designation, originally launched in Switzerland in 2007 and well-established in Europe and Asia, is recognized around the world. Co-awarded by the Association of International Wealth Management (AIWM) and Moody's Analytics in North America, the CIWM targets investment advisors, private bankers and other professionals working in the wealth management industry and can be adopted by financial institutions as the highest training standard for wealth management personnel across their international platforms.

The CIWM fully addresses the wealth management needs of affluent clients, offering knowledge in combination with practical skill-based training focusing on investments, risk management, domestic and international taxation, retirement strategies, estate and trust planning, and client relationship management.

About the Association of International Wealth Management (AIWM)

Founded in 2007, the Association of International Wealth Management (AIWM) is a non-profit organization based in Switzerland that was established to promote and strengthen global education in the wealth management and private banking industries. The AIWM operates on a global scale. For more information, please visit <http://www.aiwm.org>.

About Moody's Analytics

Moody's Analytics helps capital markets and risk management professionals worldwide respond to an evolving marketplace with confidence. The company offers unique tools and best practices for measuring and managing risk through expertise and experience in credit analysis, economic research and financial risk management. By providing leading-edge software, advisory services and research, including the proprietary analysis of Moody's Investors Service, Moody's Analytics integrates and customizes its offerings to address specific business challenges. Moody's Analytics is a subsidiary of Moody's Corporation (NYSE: MCO), which reported revenue of \$2.7 billion in 2012, employs approximately 8,300 people worldwide, and has a presence in 31 countries. More information is available at www.moodyanalytics.com.

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