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## **Top ten market predictions for 2022**

Ray Soudah, the founder and chairman of MilleniumAssociates, the independent international M&A and Corporate Finance Advisory firm gives his top ten predictions for the Swiss and International Financial Services market for 2022.

### *Swiss Banks*

1. A major Swiss bank will enter serious merger talks with a European rival on a friendly basis wrongly perceiving significant synergies.

### *European Banks*

2. A European universal bank will attempt to take over a significant Swiss bank putting it into play with an uncertain outcome.

### *US Banks*

3. A major US bank will attempt a significant acquisition in Switzerland and probably succeed.
4. A major US bank will succeed in acquiring a sizable UK wealth manager.

### *Asset Management*

5. Significant consolidation amongst the larger institutional asset managers will continue in the US, UK and EU, yet the expected synergies will disappoint.

### *Profitability*

6. Profitability at Swiss banks will remain strong given the higher average assets under management as compared to 2021, yet cost income ratios shall rise an average of five percent as costs are unlikely to be trimmed and fixed income and equity markets decline impacting top line revenues.

### *Consolidation*

7. Four smaller Swiss private banks will disappear and be merged with, or purchased by, their small Swiss rivals, the latter struggling to grow their assets under management in the absence of international networks. Ten Swiss independent asset managers will be acquired by rivals or consolidators and 20 UK based IFAs will be consolidated in an ongoing trend.

*Asia*

8. Non-Asian private banks previously departed from Asia shall return to set up “focussed strategies” putting further pressure on salaries of private bankers amongst the already competitive recruitment market. The role of, and classification of, private bankers will increasingly recalibrate between “contact managers” (of which hundreds are currently being recruited in Asia and called private bankers) and true “private bankers”, the latter very attached to their larger clients and as such will remain expensive to retain.

*FinTech*

9. Fintech start-ups and unicorns will continue to eat away at their mainstream banking competitors with some succeeding but many struggling to grow their revenues leading to consolidation in the space.

*ESG*

10. The practise of “green-washing” funds and banking services will increase with investors and clients increasingly sceptical despite the irreversible trend to mainstream all financial services as “green and ESG compliant”.

ENDS

About MilleniumAssociates:

MilleniumAssociates is an independent international M&A and Corporate Finance Advisory firm based in Switzerland and the UK. Celebrating twenty years in the industry, MilleniumAssociates was founded in 2000 and is owned by its partners and management, meaning it is uniquely positioned to offer independent and non-conflicting advice to clients. The firm specialist Financial Services Practice focuses on transactions for the global financial services industry, in particular the global wealth, asset management, private banking and private equity sectors. In recent years the firm has built on this M&A expertise and experience and established an additional Entrepreneurs and Corporates Practice in order to extend their M&A and corporate finance services to the clients of private banks as well as corporates and entrepreneurial business owners globally.

About Ray Soudah

Ray Soudah is the founding partner and chairman of MilleniumAssociates, the independent international M&A and Corporate Finance Advisory firm, based in Switzerland and the UK. Founded in 2000, the firm originally focused on the financial services industry, however in recent years it has built on this M&A expertise and experience and established an additional Entrepreneurs and Corporates Practice in order to extend its M&A services to the clients of private banks as well as corporates and entrepreneurial business owners globally. Ray has extensive multicultural wealth management and private banking/investment banking experience having enjoyed a long and varied career in senior positions with UBS, National Bank of Bahrain, Clearstream, Midland Montagu and Citigroup across in territories as diverse as the US, Asia, Middle East and Europe.

**For further information see [www.milleniumassociates.com](http://www.milleniumassociates.com)**

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