

ANNUAL DATA REPORT



Family Office Data Report

2020

*A look back at the evolution
of family office research
throughout 2020*



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Introduction

2020 was a year unlike any other and as with other industries, an unpredictable market environment brought the family office landscape into uncharted waters. Over the course of 2020, family offices underwent numerous changes and continued expansion, as did the FINTRX platform. From January through December, the FINTRX data set grew to include nearly **3,000** unique family offices and over **11,000+** family office contacts.

In continuing our mission to provide the most robust insight on single and multi family offices, we are thrilled to release this annual 2020 data report outlining numerous family office data trends and notable investment activity within the alternative wealth and private capital markets.

Because the family office landscape tends to be a close guarded one, it makes our efforts both challenging and rewarding. However, through the expansion of strategic partnerships, private sourcing methods and public aggregation, we were able to deliver our largest YoY increase in data since the inception of FINTRX in 2014.

The FINTRX 2020 Family Office Data Report has been produced exclusively utilizing our expansive family office data and research platform. Thanks to our dedicated research team - which continuously works to update and expand our data set - we can share helpful and credible information regarding family offices and the private wealth landscape at large.

Message from our Founder

On behalf of the FINTRX team, I would like to thank you for taking the time to review our 2020 Family Office Data Report. Throughout 2020, the family office space underwent several large-scale changes and overall expansion - despite obvious challenges brought upon by the global pandemic. At FINTRX, we recognize that our mission remains — even during times of crisis. Our team has mobilized to continue to provide you with transparent and up-to-date intelligence on the family office market.

I founded FINTRX in 2014 with a mission to provide asset raising professionals access to high-quality family office data, and the ability to leverage it in a streamlined manner. Paramount to this mission is the constant maintenance and aggregation of millions of data points pertaining to the global family office landscape. Today, our platforms are used by hundreds of clients globally – all of whom rely on our and depth of data, its accuracy, our attention to detail and our state-of-the-art technology engineered to provide the research you need. Our collective resilience and continual commitment to our clients has been felt across functional departments.

We at FINTRX, anticipating this family office growth, took measures to ensure our research department was equipped with the means necessary to continue effectively tracking and analyzing the industry. Alterations throughout the year included vastly expanding our team of dedicated analysts and restructuring leadership within the department. The result was our largest year over year increase in family office data, since inception. While we are undoubtedly proud of the strides taken throughout 2020 and its results, we intend to build on these successes and continue to improve our exceptional data set throughout 2021.

Thank you for your interest.



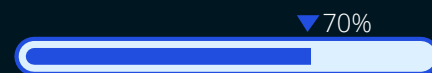
Russ D'Argento,
FINTRX Founder & CEO

2020 Data Summary

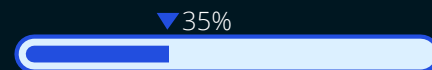
Amid turbulent market conditions, family offices continued to remain vigilant and proactive. Notable trends throughout the year included a continued interest in direct investments in private companies including those demonstrating ESG qualities.

By the end of 2020, about **70%** of family offices considered direct transactions - and **35%** of those groups noted an interest in ESG opportunities.

Family Offices Considering Direct Transactions



Family Offices with ESG Interest



2020 Data Highlights



330+

**New Family
Offices**



4,630+

**Total Updated
Family Offices**



10,000

**New Tracked
Investments**



1,500+

**New Family
Office Contacts**

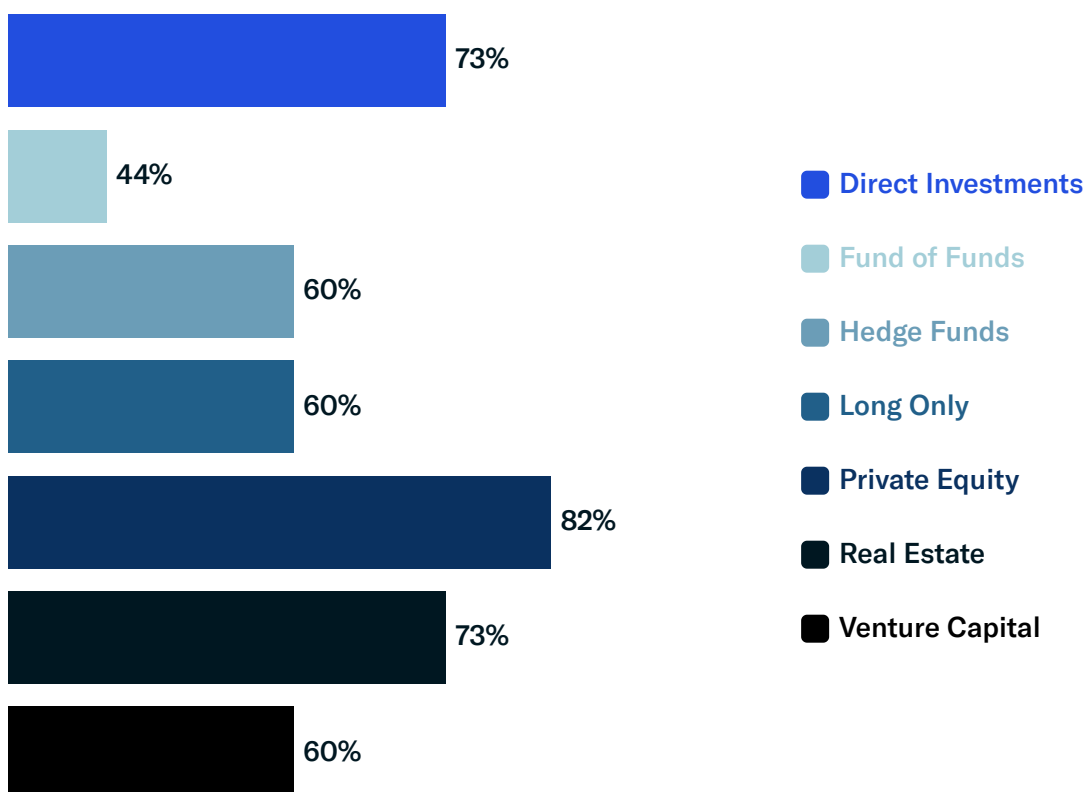


20,000+

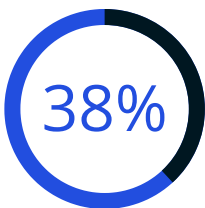
**Updated Family
Office Contacts**

2020 Data Highlights

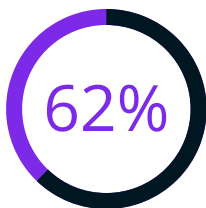
Family Office Asset Class Breakdown (of new family offices added in 2020):



Over the past year, family offices continued to expand, evolve and increase in sophistication. Additionally, family offices demonstrated strong adaptation in regards to their investment approach, particularly showing a greater demand for transparency and control over their capital allocations.



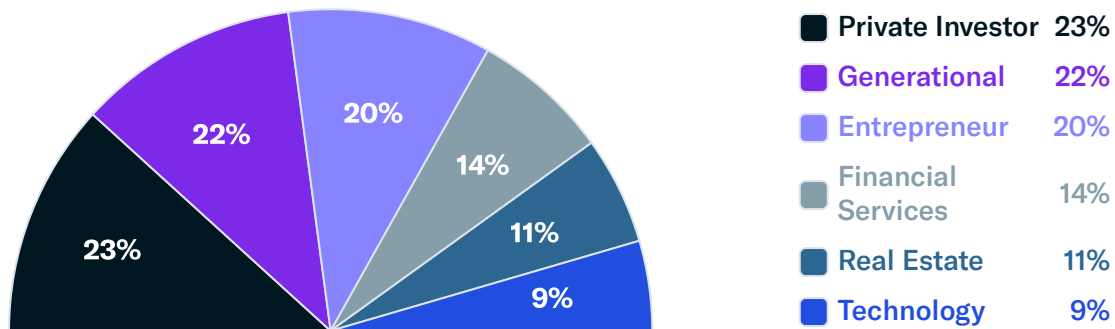
Emerging
Fund Investor



FO's Interested in
Emerging Markets

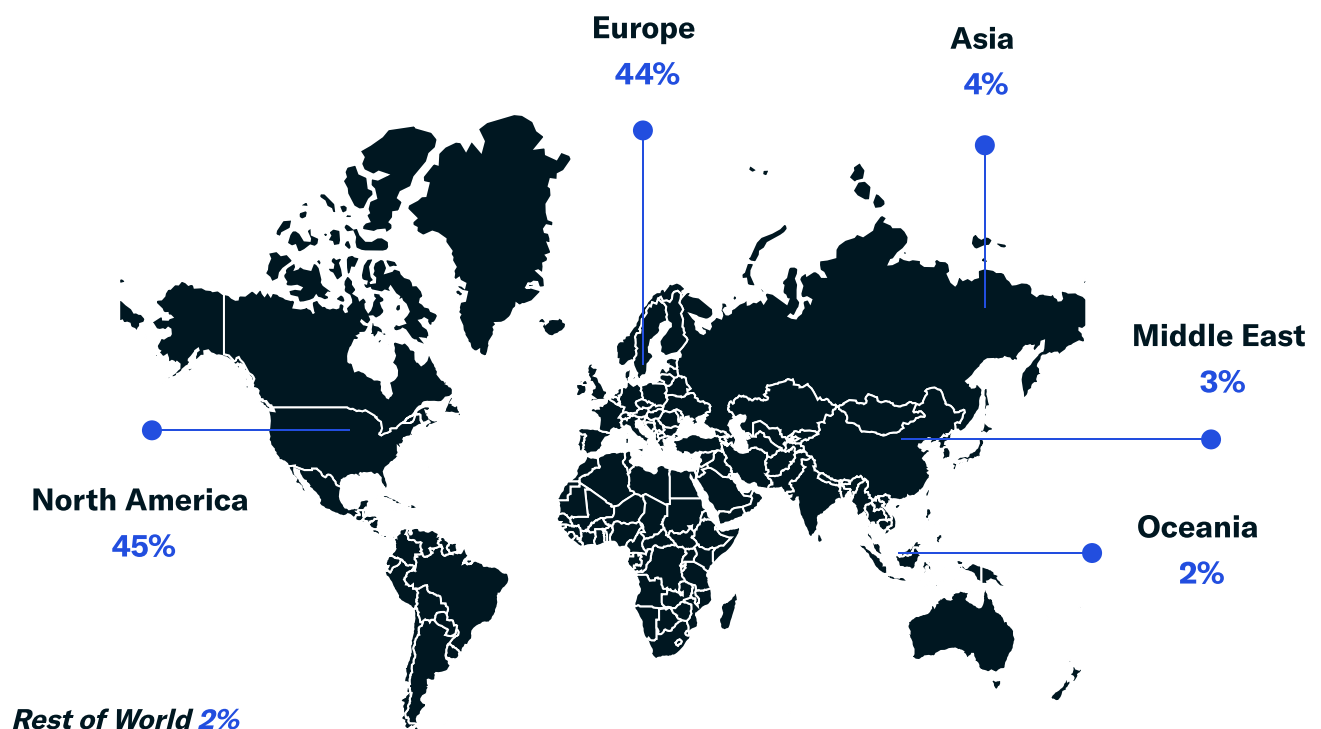
2020 Data Highlights (cont.)

Origin of Wealth Breakdown *(of new family offices added in 2020):*



Direct Investment Activity By Region:

Geographically, the expansion of our dataset coincided with the increase of family offices making direct transactions in private companies. See below for a breakdown of new family offices added in 2020 showing direct investment activity throughout the year.

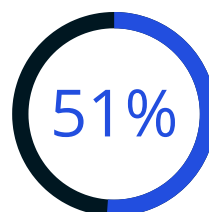


70% of new family offices added in 2020 considered making direct transactions.

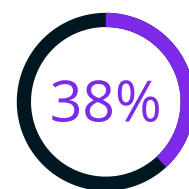
62% of new family offices added in 2020 were active in co-investments.

Family Office Regional Breakdown

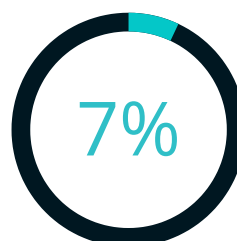
New Family Offices Added in 2020



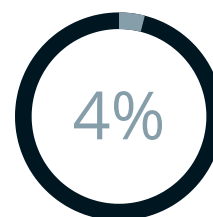
North America



Europe



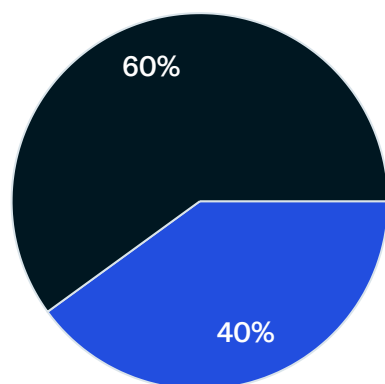
ME/Asia



Rest of World

SFO vs MFO Breakdown

New Family Offices Added in 2020



■ Single Family Offices 40%

■ Multi-Family Offices 60%



35%

of new family offices added in 2020 demonstrated ESG interest.

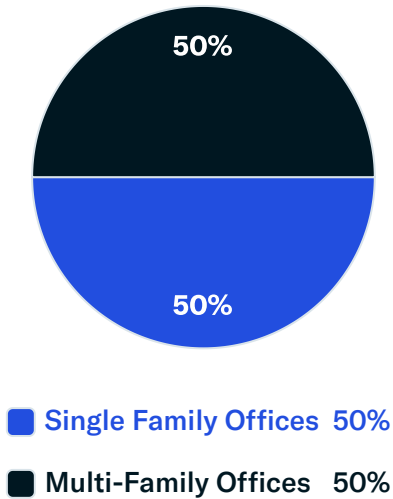
ESG (environmental, social & corporate governance) measures the sustainability and societal impact of an investment.

Q1 Data Summary

FINTRX kicked off 2020 by adding and updating hundreds of family office profiles and family office contacts within our platform.

Throughout January, February and March, our team added **116** new family offices to our database, including **58** single family offices and **58** multi-family offices.

SFO vs MFO Breakdown
Jan - March 2020



Below is a brief data summary of our family office data activity from Q1:

<u>January</u>	<u>February</u>	<u>March</u>
2,500+ New Family Office Data Points	2,600+ New Family Office Data Points	2,100+ New Family Office Data Points
1,700+ Updated Entities	1,250+ Updated Entities	3,300+ Updated Entities
500+ New Tracked Investments	1,700+ New Tracked Investments	1,900+ New Tracked Investments

Q2 Data Summary

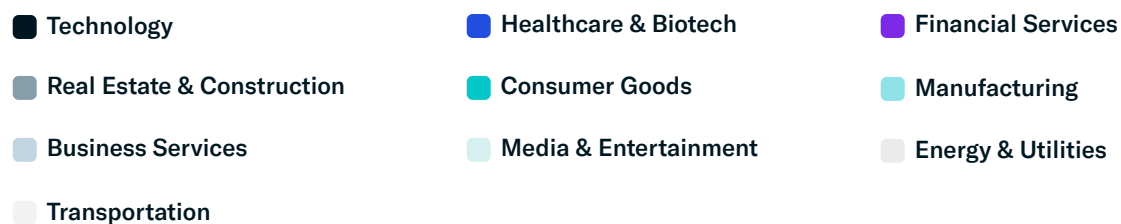
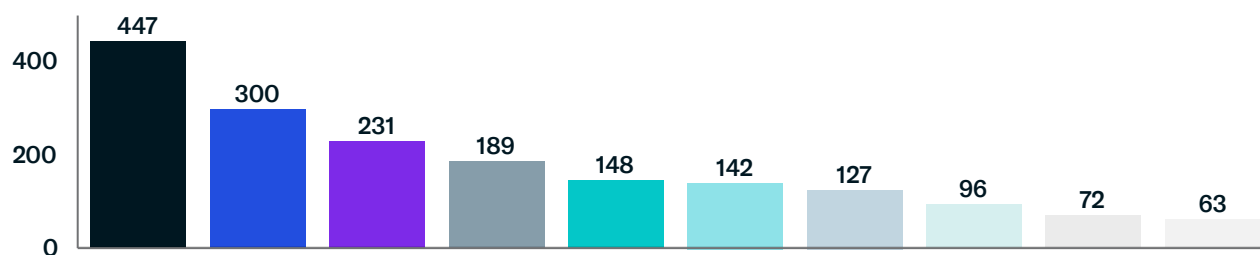
As businesses around the world continued to close their doors, focus on the global economy - and the future thereof - has become exponentially magnified. In this time of uncertainty, many used this as an opportunity to evaluate, restructure and strengthen internal operations. Family offices are a great example of this. Increased transparency, capital alignment, greater control are main contributors to their continued growth throughout the year. With patient capital and a proactive, long-term mindset, family offices are well-positioned to capitalize on various opportunities amidst the current market environment.

In Q2, our research team added **70+** new family offices to the FINTRX database and over **360+** new family office contacts. See below for further data highlights extracted from April, May and June.

70+	New Family Offices Added	1,500+	Updated Family Offices
360+	New Family Office Contacts Added	5,700+	Updated Family Office Contacts

Top 10 Tracked Investments by Sector

April - June 2020

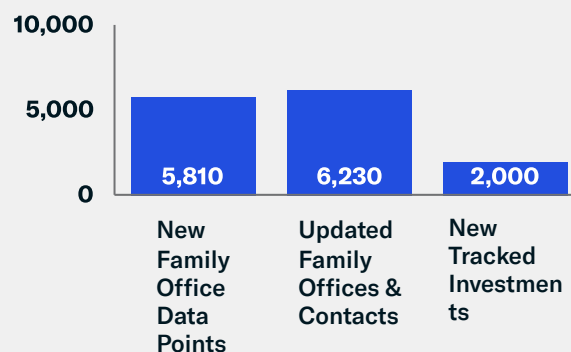


Q3 Data Summary

Throughout Q3, changing demographics and unforeseen global circumstances continued to influence how family offices invested and managed client wealth. To showcase this, we have provided an overview of all new and updated family office data tracked throughout Q3.

New & Updated Family Office Entities

July - Sept 2020



New Family Office Data Compiled from July, August and September

July demonstrated an uptick in direct investments tracked, as well as a **45% increase in ESG interest** among family offices (*added in July*). In August, our database continued to expand with an increase of family offices added in Europe (*specifically the UK, Germany and Switzerland*). September demonstrated an increase in tracked multi family offices investing in up-and-coming markets such as blockchain or cryptocurrency.

July

2,020+

New Family Office
Data Points

1,740+

Updated Entities

890+

New Tracked
Investments

August

2,320+

New Family Office
Data Points

1,860+

Updated Entities

580+

New Tracked
Investments

September

2,100+

New Family Office
Data Points

3,300+

Updated Entities

1,900+

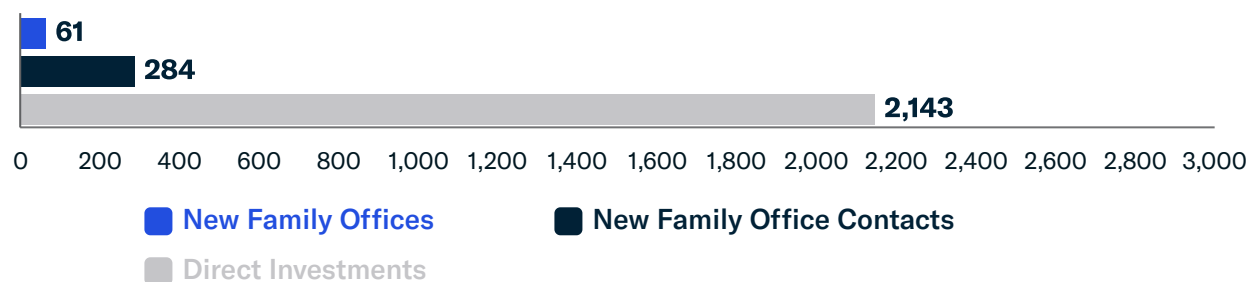
New Tracked
Investments

Q4 Data Summary

During Quarter 4 of 2020, our research team made over **3,600** updates to the platform including the addition of **61** new family offices, **284** contacts and more than **2,100+** new tracked investments.

FINTRX Data Additions:

Family Offices, Family Office Contacts & Direct Investments



October

2,020+

New Family Office
Data Points

1,740+

Updated Entities

890+

New Tracked
Investments

November

2,320+

New Family Office
Data Points

1,860+

Updated Entities

580+

New Tracked
Investments

December

2,100+

New Family Office
Data Points

3,300+

Updated Entities

1,900+

New Tracked
Investments

2020 Platform Highlights

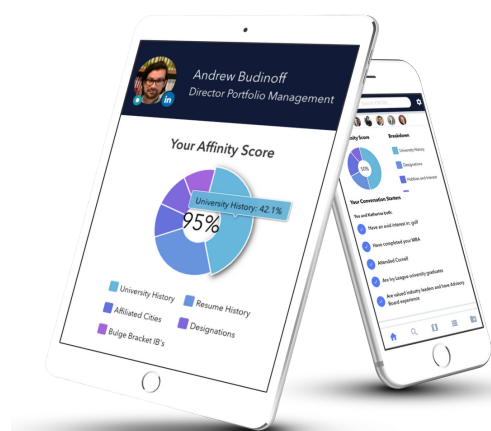
2020 saw family offices across the globe continue to cement themselves as key players in the investment space. Alongside an overall increase in the number of family offices and assets, these private wealth vehicles continued to transform into more complex and sophisticated investment vehicles.

At FINTRX, our research team tracked and analyzed **millions** of data points on nearly **3,000** single and multi family offices worldwide.



Top FINTRX Feature Utilized in 2020:

FINTRX Affinity Score



Designed with AI to promote humanized outreach - **FINTRX Affinity** delivers custom conversation starters, actionable insights on your best path to connect, and meaningful intel on your shared commonalities across **11,000+ family office decision making contacts**.

50 Million+


Biographical Data Points

[LEARN MORE](#)

Voices of Results

Throughout the year, we received great feedback on the accuracy and breadth of data as well as the effectiveness of new key features such as FINTRX Affinity.

“




"We have more than doubled our touchpoints with family offices since using FINTRX."

- Michael Davis,
NewSpring Capital

↓

DOWNLOAD PDF

“




"We use FINTRX daily to manage and grow our network. We could not accomplish our goals without FINTRX."

- Robert Becker,
Lanier Ivy

↓

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“



"FINTRX allowed us to easily and quickly identify potential targets in the family office space."

- Mark Schlegel,
Emerald Asset Management

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Having the unique opportunity to interact with our users on a daily basis, our team has witnessed and discussed the pain points of prospecting into the family office space. Because of the intuitive approach our platform takes to address specific prospecting challenges, asset raising professionals (such as the individuals above) can feel confident in pursuing the private wealth space moving forward. For our clients, the result was not only increased access to a previously difficult-to-reach market, but our platform also allows for time to be spent on other areas of your business.

Note from our VP of Research

Dear Reader,

On behalf of the entire FINTRX data & research team, I thank you for taking the time to read our 2020 Family Office Data Report. 2020 proved to be an interesting year all around and the family office landscape was no exception. While the world confronted an unprecedented pandemic, the family office space continued to expand and transform. In turn, our research team bolstered its efforts to remain diligent in tracking and analysing the private wealth landscape. In addition to maintaining our current data set, the FINTRX team managed to add several additional data sets to complement our existing research.

As outlined in the Data Report, our private wealth insights have grown to include extensive research and analysis on **3,000** family offices globally and **11,000+** decision making contacts. The unique scenario of 2020 presented unpredictable challenges in our data aggregation methods thus requiring expansion amongst our strategic partnerships, public aggregation sources and private sourcing methods.

While we certainly hope and believe that over the course of 2021, things begin to return to normal there will undoubtedly be additional obstacles which we are now uniquely positioned to address. With this in mind, the FINTRX data and research team continues to push forward and expand in an effort to continue providing our global client base with the most cutting edge insights on the family office landscape and their activities. Again, I thank you for taking the time to review our 2020 data report and look forward to building on the progress made and lessons learned over the course of the year.



Dennis Caulfield,
FINTRX Vice President of Research

Conclusion

The past twelve months have exhibited tremendous growth throughout the FINTRX data set and family office ecosystem altogether. As outlined in this document, our private wealth insights have grown to include extensive research and analysis on nearly **3,000** family offices globally and **11,000+** decision making contacts that work within them.

The family office space is a uniquely fluid one, requiring our team to remain diligent, well-versed and equipped with the resources needed to remain ahead of the curve. Due to new processes and procedures implemented over the past twelve months, we at FINTRX have positioned ourselves uniquely in terms of our data and research. This ultimately allows us to provide cutting-edge knowledge on family offices and the alternative wealth space at large.

While we are proud of the monumental strides we have taken over the course of 2020 on behalf of our clients, we continue to set our sights on 2021 and remain determined to increase our efforts and build on the momentum we have created.

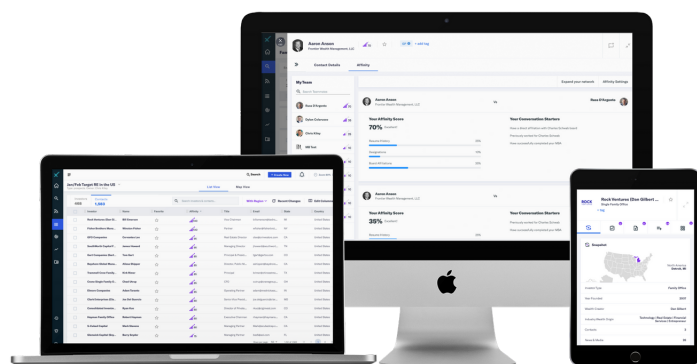
About FINTRX

The FINTRX family office data and research platform provides comprehensive intelligence on nearly **3,000** private family offices, each designed to facilitate your prospecting and capital raising efforts. Explore in-depth profiles on each family with information such as AUM, source of wealth, investment criteria, previous investment history, industries of interest and numerous other data points to enhance your productivity and overall success when it comes to making sustainable family office connections.

The FINTRX platform is an essential tool in understanding the family office landscape in the U.S. and abroad, while also empowering users to uncover commonalities with these family offices for effective, personal outreach. Gone are the days of static and thin family office directories. FINTRX delivers the family office research you need, when you need it.

FINTRX Clientele:

FINTRX is leveraged by hundreds of clients worldwide, all of whom rely on the breadth, depth and accuracy of our data. Our state-of-the-art technology designed to directly address their needs. Our client base spans the landscape of investment banks, private equity groups, hedge funds, traditional asset managers, real estate funds and more.



108%

DATA GROWTH

2018-2020

*Schedule a demo
with us today!*

Interested to see the **FINTRX** platform in action?

REQUEST A DEMO

