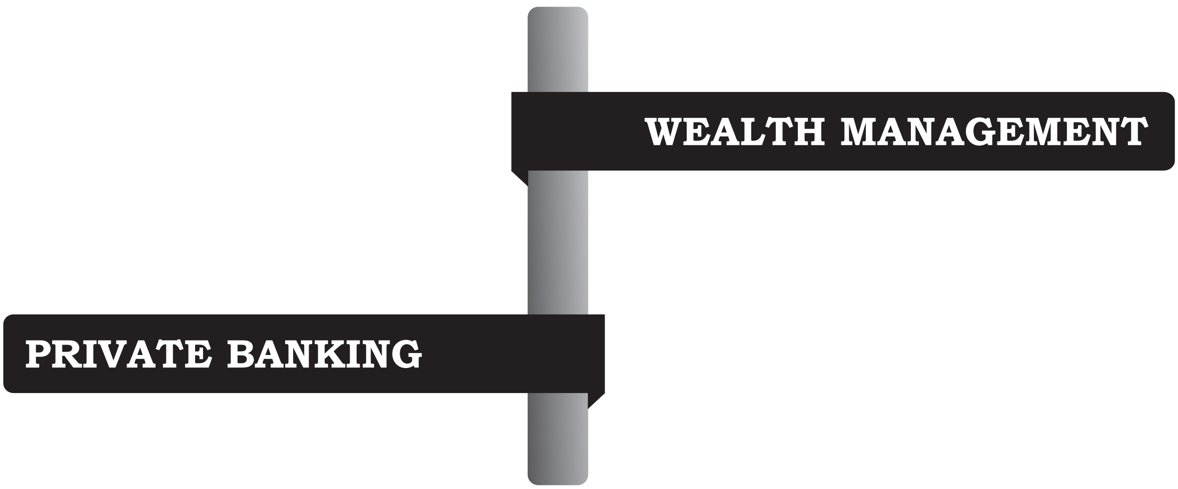
CHARTERED WEALTH MANAGER®

GLOBAL CERTIFICATION IN WEALTH MANAGEMENT

CONNECT YOUR CAREER TO THE WORLD



INTRODUCTION

Wealth Management is an investment advisory discipline that incorporates Wealth Advisory, Financial Planning, Investment Portfolio Management and a number of grouped financial services. High Net-Worth Individuals (HNWIs), small business owners and families who desire the assistance of a qualified financial advisory specialist seek the services of "Wealth Managers" to coordinate Retail Banking, Investment Management, Estate Planning, Legal Resources and Tax Professionals. Wealth Managers can be an independent person or institutional or any qualified professional money manager who works to enhance the income, growth and tax favoured treatment of long-term investors.

The number of Ultra Affluent Individuals have been rising at a fast rate in India in fact there are over 1500 individuals with more than US 50 Million (Rs. 250 Crores of Personal Wealth) and over 700 of US 100 Million (Rs. 500 Crores). Credit Sussie Research Institute in its Global Wealth Report 2012 in an survey estimated that there are 1,58,000 millionaires in India which are likely to rise to 2,42,000 by 2017. It is estimated that individual wealth would double in the next 4 years.

The investor today is not only looking for a financial product in isolation but in a holistic manner "ONE STOP SHOP" for meeting his/her life goals and risk factors.

This important executive education program, CWM® Certification has been extensively remodeled for India and is designed to equip you with the skill and expertise to take your wealth management activities to the next level of professionalism.

AMERICAN ACADEMY OF FINANCIAL MANAGEMENT® (AAFM®, USA)

The American Academy of Financial Management™ is a worldwide Board of Standards and financial professional organization, with members in 151+ countries offering exclusive certified designations, charters, and masters certification to candidates who meet the high standards. The American Academy of Financial Management® is an independent and the only truly worldwide graduate financial organization for financial managers, analysts, planners, faculty, investment executives and counselors.

MISSION

AAFM's mission is to serve its global membership and stakeholders as a world leader in educating and reinforcing the international knowledge of executives and potential leadership of financial based institutions. AAFM™ now has representative offices in the US World Trade Center N.O. Center, Hong Kong, Beijing, India, Dubai, Kuwait, Latin America and South America, Singapore, The Caribbean, Europe, and more.

FAST FACTS

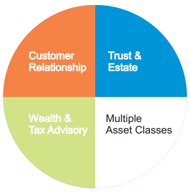
- ✓ Founded in the Year 1996 – 17 Years Old Organization
- ✓ 3,00,000 + Certificants Globally
- ✓ 50,000 + CHARTERED WEALTH MANAGERS® Globally
- ✓ Member Presence in 151+ Counties
- ✓ Offices in 17 Countries
- ✓ AAFM® works with more than 800 Universities worldwide.
- ✓ Global recognition agreement with AACSB and ACBSP Accreditation Agency

AMERICAN ACADEMY OF FINANCIAL MANAGEMENT INDIA

ABOUT AAFM INDIA

AAFM® has set up its Indian Chapter American Academy of Financial Management India Private Limited, AAFM India (AAFMI) as a Standard Setting Body in India with the objective to promote Wealth Management and Financial Advisory Standards in the country. AAFM India is responsible for establishing Curriculum Design, Certification of membership and licensing standards in India. AAFM India offers various Certifications, Designations and other Educational Programs offered by AAFM® including the prestigious and highest designation globally recognized in the Field of Wealth Management **"CHARTERED WEALTH MANAGER" (CWM®).**

AAFM India promotes Wealth Management and Financial Advisory Standards in the country by actively engaging with all the stake holders including the Government, Regulators, Educational Institutes, Training Providers, Financial Services Companies, Banks, etc.



PRIVATE BANKING / WEALTH MANAGEMENT

Wealth Management Industry one of the fastest growing disciplines of the Financial Services Sector and India is one of the fastest growing wealth management markets presently. The total HNWI population is growing at over 20% CAGR, and the value of liquid assets is expected to grow at 19.8% CAGR. The high growth rate and the prediction that India will be the third largest economy in the world by the year 2030 makes India an attractive market.

All this growth in the wealth and wealthy has generated a strong interest in the Indian Wealth Management Industry by both domestic and foreign players in the market.

Private Banking / Wealth Management is a specialized services providing one-stop shopping including highly customized and sophisticated investment management and wealth advisory services delivered to High Net-Worth Investors having liquid assets of more than USD 1 Million. Private Wealth Managers maintain a higher degree of professional knowledge advising on other than basic financial instruments like use of trusts and other estate planning vehicles, business succession or stock option planning, private equity, taxation and the use of hedging derivatives for large blocks of stock.

The wealthiest retail clients of investment firms demand a greater level of service, sophisticated product offerings and better trained front end employees than that demanded by the average clients. India's Household wealth has been steadily rising at over 8% per annum on an average since 2000. Similar to most of the developed countries the Indian Wealth is majorly invested in real assets and property. It is estimated that 85% of the wealth is invested in these assets.

So basically Private Banking / Wealth Management caters to more sophisticated clients and offer more complex solutions with much more personalized solutions than the traditional wealth management.

CWM™
Wealth Management
Chartered Wealth Manager
AAFM Board Certification™

CHARTERED WEALTH MANAGER®

CHARTERED WEALTH MANAGER® (CWM®) is unique and the only Wealth Management certification in India. This certification comprehensively deals with all the aspects of wealth management like **Investment Strategies, Life Cycle Manage-ment, Intergenerational Wealth Transfer, Relationship Management, Behavioral Finance, Alternative Products, Real Estate Valuation and Global Taxation.** This certification enables the candidates to meet the current skill set needed by the industry and stand out of the crowd.

AREA OF LEARNING INCLUDE

- ✓ Enter into the spectrum of Wealth Management Products
- ✓ Learn more about Banking, Equity Analysis, PMS, Mutual Fund, Alternate Investment Products, Real Estate, International Taxation, Estate Planning, Insurance, etc.
- ✓ Understand the various Portfolio Management Techniques
- ✓ Driving the Set-Up of the Private Banking initiative including institutionalization of processes for the cross sell initiative with Retail Banking & Corporate Banking
- ✓ Start Catering to HNI & UHNI Clients along with your existing clientele
- ✓ Understanding the environment in which wealth management and advanced financial planning operates focusing on the range of products that may be used to develop a client's investment portfolio
- ✓ Ensures an in-depth knowledge of international Wealth Management, Financial Advisory and Tax Planning that reflects the cross-border connections and investment of today's wealth owners
- ✓ Providing advisory support to clients on direct equity, debt and structured products.
- ✓ Liaising with large corporate clients for debt syndication and structured equity advisory
- ✓ Developing higher level skills in financial analysis and the preparation and interpretation of financial data for effective decision-making
- ✓ Building investments proposition for consumer banking domain and creating a financial planning platform for investment advisory services

ENTRY REQUIREMENTS

Compulsory Pathway

- ✓ 12^{th} standard pass candidates with NO Prior work Experience in Financial Services
- ✓ However certification will be provided on graduation

Experience Pathway

- ✓ Graduates with recognized degrees / diplomas in Finance, Accounting, Economics or Business, etc.
- ✓ Minimum 3 years work experience in a Financial Services Related Field

Who Should Pursue?

- ✓ People from Banks, NBFCs, Broking houses, Mutual Funds, Insurance and Distribution houses.
- ✓ Suitable for all those with a finance background who wish to move into Wealth Management business
- ✓ Product Heads and Managers who wish to learn or reinforce all the technical aspects of the business
- ✓ Business Heads from Banks, Mutual Fund Houses, Distribution, Wealth Management, Family Office, Advisory firms etc.
- ✓ Existing Relationship Managers in Wealth Management/Private Banking who wish to cement their knowledge and achieve a professionally recognized International certification
- ✓ Independent Advisors who manage HNI clients and wish to enhance their technical skills
- ✓ Students undergoing their under graduate or post-graduation course

Study and Learning Resources

CWM® is a Professional Qualification, candidates are given offline access to learning support materials and resources in addition to support through a variety of resources like Authorized Education Provider include:

- ✓ Online Trainer Support
- ✓ Webinars
- ✓ Access to CWM® Knowledge Bank
- ✓ Exemplary examination papers

REGISTRATION PATHWAYS

Compulsory Pathway

The eligibility criterion to register through Compulsory Pathway is that the candidate must have passed minimum 12th Standard.

Experience Pathway

The eligibility criterion to register through Experience Pathway is that the candidate must have passed Graduation with 3 years of minimum work experience.

CURRICULUM

Level 1 – Foundation Level

Unit 1 : Overview of Indian and Global Financial System
Unit 2 : Concept of Wealth Management
Unit 3 : Life Cycle Management
Unit 4 : Measuring Investment Returns in Wealth Management
Unit 5 : Investment Vehicles of Wealth Management
Unit 6 : Indian Tax Laws
Unit 7 : Managing Investment Risk in Wealth Management
Unit 8 : Legalities in Wealth Management
Unit 9 : Role of Wealth Management in Banking
Unit 10 : Inter Generational Wealth Transfer & Tax Planning

Level 2 – Advanced Wealth Management

Unit 1 : Equity Analysis
Unit 2 : Alternative Products in Wealth Management
Unit 3 : Behavioral Finance in Wealth Management
Unit 4 : Real Estate Valuation and Analysis
Unit 5 : Loan & Debt Management
Unit 6 : Portfolio Management Strategies
Unit 7 : Relationship Management by a Wealth Manager
Unit 8 : International Taxation and Trust Planning
Unit 9 : Wealth Management Planning
Unit 10 : Advanced Wealth Management

Career Avenues

BANKING	Priority / Premier Banking, Private Clients, Wealth Management, Investments, Liabilities, Financial Planning, Bancassurance, Product Management, Client Servicing, Operations
WEALTH ADVISORY OUTFITS	Wealth Management, Research, Relationship Managers, Portfolio Manager, Client Servicing
ASSET MANAGEMENT COMPANY	Institutional Channel Sales, Fund Management, Retail Sales, Investor Relationship, Marketing, Operations, Client Servicing
BROKING	Wealth Management, Equity Analyst, Research, Institutional Sales, Retail Sales, Sub-Broker Channel, Portfolio Manager, Operations
INSURANCE COMPANIES	Institutional Channel Sales, Managing Agent & Retail, Corporate Broking, Product Management, Operations, Client Servicing
COMPREHENSIVE ADVISORY BUSINESS	Practice as an Independent Financial Advisor, Small Outfits providing comprehensive Wealth Management

Examination

Level 1 Examination

Examination Type - MCQ's (Objective)

Duration - 2 Hours

No. of Questions - 55 Questions

Passing Criterion -
- ✓ 50% Passing Marks
- ✓ No Negative Marking

Frequency of Examination - Monthly

Level 2 Examination*

Examination Type - MCQ's (Objective)

Duration - 3 Hours

No. of Questions - 85 Questions

Passing Criterion -
- ✓ 50% Passing Marks
- ✓ No Negative Marking

Frequency of Examination - Monthly

Examination Partners

All examination will be held at the center of Pearson Vue across 250 (approx) test centers

*The candidate registered through Experience Pathway is exempted for Level 1 Examination

Corporate Members

- Asit C. Mehta Investment Interrmediates Ltd. — An ISO 9001:2008 company
- ASK Wealth Management
- BSE Brokers' Forum
- Edelweiss Mutual Fund
- Ffreedom Financial Planners — Dream > Decide > Do
- ICICI Securities
- iFAST financial
- IFAN Independent Financial Advisors Network — Shaping Tomorrow's Financial Planners
- KARVY Private Wealth
- NJ
- Peerless Mutual Fund — for you, forever
- Rivergate Capital Partners — Beyond Your Portfolio
- SOFP Society of Financial Planners
- Universal Trustees
- UTI Mutual Fund — Let's plan to get rich

BUILDING WEALTH MANAGERS OF TOMORROW

AMERICAN ACADEMY OF FINANCIAL MANAGEMENT INDIA PRIVATE LIMITED

AAFM INDIA

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