



Moscow School of Management SKOLKOVO

Wealth Transformation Centre



Table of Contents

- 1. Environment**
- 2. Mission of the Centre**
- 3. Personalities behind the Centre**
- 4. Key functional areas**
- 5. Potential partners' areas of expertise**
- 6. Educational products**
- 7. Wealth Possessors Study 2014**

Philanthropic culture is in its early stage of development.

Lack of infrastructure to support philanthropic activities:

- Few legal transparent and tax benefitted instruments
- No specialised service providers and intermediaries

Higher level of awareness from the wealth possessors

- New solutions by service providers are required
- New instruments from regulations are required

Growth rates of private wealth are continuously higher in Russia/emerging markets than in the developed countries

Russia & CIS market

Strong demand for research and educational platform that brings together all interested parties

Environment

The number of Russia-only millionaire households are close to 200,000 and is expected to double by 2017

International movement towards transparency and substance based taxation

- Russian private wealth and its management depend on current geopolitical situation
- Intergenerational transfer of wealth in Russia

Maturation of the Russian/CIS' first generation of entrepreneurs refocuses them on succession planning, protectorship issues and philanthropy

Mission of the Centre

MISSION:

- To exchange and promote best practices
- To develop new practices
- To facilitate regulatory changes

PRIORITY AREAS:

- Wealth management
- Succession
- Philanthropy

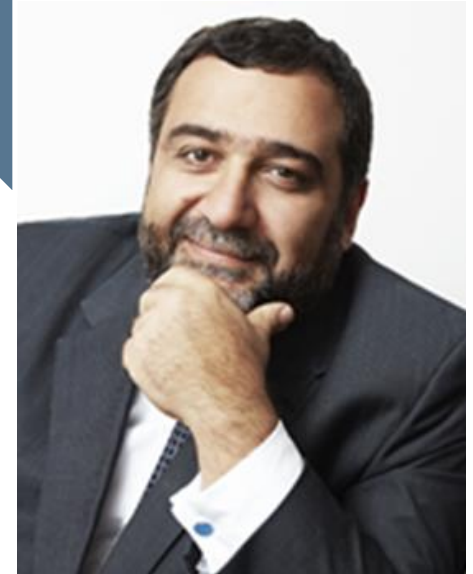
Educational and research platform for Russian and other CIS members

- For entrepreneurial families and family offices
- Philanthropists and philanthropy intermediaries
- Service providers: consultants, lawyers, bankers, administrators etc.
- Researches
- Regulators

Personalities behind the Centre

Ruben VARDANYAN

- Co-founder of Troika-Dialog, pioneering Russian private investment bank and brokerage, successfully sold to Sberbank
- Private equity investor and Board Member in a number of Russian and foreign ventures in various industries
- Founder of a multi-family office servicing 11 international high net wealth families (since 2003)
- International philanthropist and fundraiser with over \$500 mln raised and over \$1 bln committed through RVVZ Foundation in various areas.



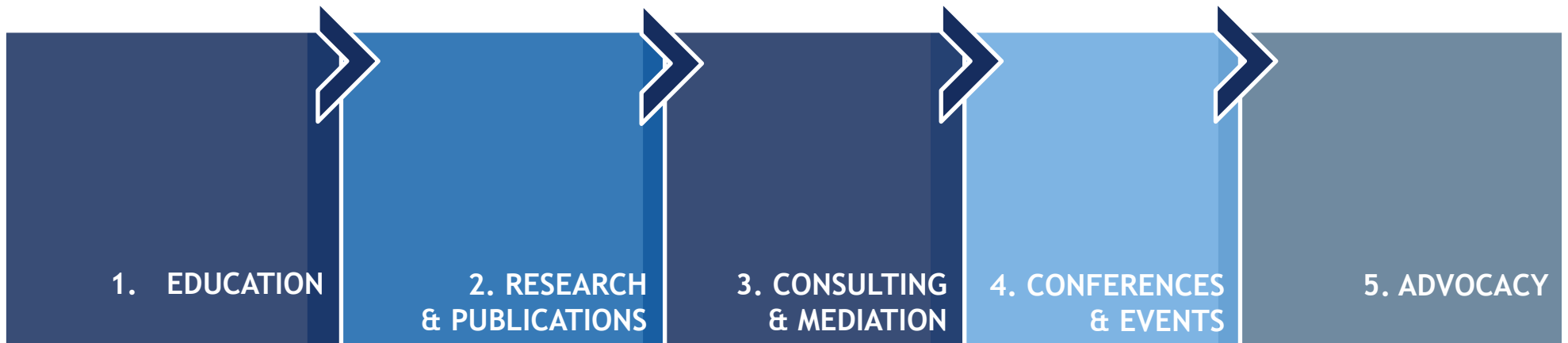
Personalities behind the Centre

Veronica MISIUTINA

- PricewaterhouseCoopers Partner until 2013
- Former Head of International Tax and Legal Structuring group in PwC Russia advising Russian and CIS entrepreneurs on cross-border corporate and private matters including succession planning
- Member of the State Expert Board on Taxation Matters
- Lectures in various Russian universities



Key functional areas



Key functional areas

1. EDUCATION

Integration into education:

1. Development of special-purpose educational programs (3-7 days standard and bespoke programs) for:
 - Entrepreneurial families: principals and successors
 - Family Offices managers and other service providers
 - Donors and philanthropy intermediaries
 - Regulators
2. Wealth Transformation modules to be included into
 - MBA
 - Executive MBA
 - Executive Education

2. RESEARCH and PUBLICATIONS

Research agenda:

- Research agenda to be centred on global and regional trends in wealth management and succession, family communications and philanthropy
- Research agenda to be specified through regular surveys
- Elaboration of educational cases

Key functional areas

3. CONSULTING and MEDIATION

Consulting services through partners:

- Wealth and succession planning
- Risk management
- Structuring and implementation services
- Compliance
- Design of business and communication processes in family offices and families
- HR issues in family offices

Mediation:

Facilitation of communication between family members, between family and family office management

4. CONFERENCES and EVENTS

Events supported by Centre:

Annual Wealth Knowledge Day

Other events to promote best practices in wealth planning, succession and philanthropy

5. ADVOCACY

Activities aimed at promoting change in the legislation.

Increasing civic engagement, building trust in intermediaries, increasing professionalism on the nonprofit sector.

Facilitation of regulatory changes:

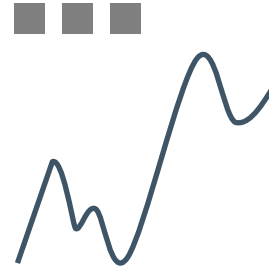
- Creation of a domestic succession tool (Russian family fund)
- Creation of a variety of legal instruments to support mass, individual and specialized philanthropy

Potential partners' areas of expertise



FINANCIAL SECTOR

Major global and Russian banks and Asset Management companies with experience in working with HNWI/U-HNWIs



CONSULTING AND LEGAL SERVICES SECTOR

Companies specializing in working with large benefactors, their corporations and Family Offices

CHARITY FUNDS

Large Russian and international Charity Funds with solid expertise and strong interest in development in Russia and CIS



PHILANTROPISTS

High-net-worth individuals planning to engage themselves in charity



Educational Products

Short Programs

(1) Wealth Management: Winning Business and Operating Models –
September 25, 2014

(2) Wealth Preservation and Succession Planning (for Families in Business and Family Offices) – October 6-10, 2014

(3) Basics of Philanthropy

(4) Management of NGOs

(5) Social Entrepreneurship

(6) Wealth Management

(7) Governments in Action

Long Programs

(8) Programme for Successors

(9) Society of Trust and Estate Practitioners (STEP)

Wealth Possessors Study 2014

Goal: Understanding of major business owners' demographic trends and attitudes to succession planning, wealth management, philanthropy, educational agenda.

Comprehensive Nature

- Academic and sociological support by New Economic School
- Asset management issues are studied in collaboration with Skolkovo Institute for Emerging Market Studies and NAIMA

Target Audience

- Russian entrepreneurial community
- Up to 100 respondents are planned
- Access to the hard-to-reach audience

Unique symbiosis of business and academic contributions



Other WTC partners

