

# The Italian Market of Investment Products

*ACEPI (Associazione Certificati e Prodotti d'Investimento)*  
*Nicola Francia*

*Luzern,  
September 5-6<sup>th</sup>, 2023*

## ❖ Ordinary Members

- ✓ Issuers of certificates and investment products with voting rights at Board of directors and General Assembly.



## ❖ Sponsoring Members

- ✓ Companies performing commercial, distributional and promotional activities in the certificates industry
- ✓ They can join, by invitation, to Board of Directors (without voting rights) and Technical Committees.



Fideuram Direct è una linea commerciale di



## ❖ Honorary Members

- ✓ Entities, institutions, organizations, associations, companies and individuals with economic and administrative expertise able to contribute and sustain ACEPI purposes.
- ✓ They can join, by invitation, to the Assembly and Technical Committees.





## Regulatory activities

- Relations to Italian and European regulatory institutions and participation to consultations, working groups, in order to support SPs' business in Italy. Main topics: PRIIPs, ESG



## Free training for financial advisors and journalists

- 7 online courses, 26 hrs, EFPA and CFA SOCIETY credited, 6 teachers, 2000 financial advisors attended in 2022, and around 3.000 are expected in 2023

- Publications: educational books and notebooks

- ACEPI Map aligned with EUSIPA one

- Inclusion of ACEPI among the providers of Training for the National Order of Journalists



## Research, data and statistics

- Research 2022 on distributors and retail clients

- Research on costs (2021\*, 2023)

- Research (2021\*,2023) on performances since 2012 and risk profiles of certificates (Protection, Bonus, Express and Cash Collect)

- Quarterly primary market monitoring on volumes, number of products, payoffs, market share, outstanding



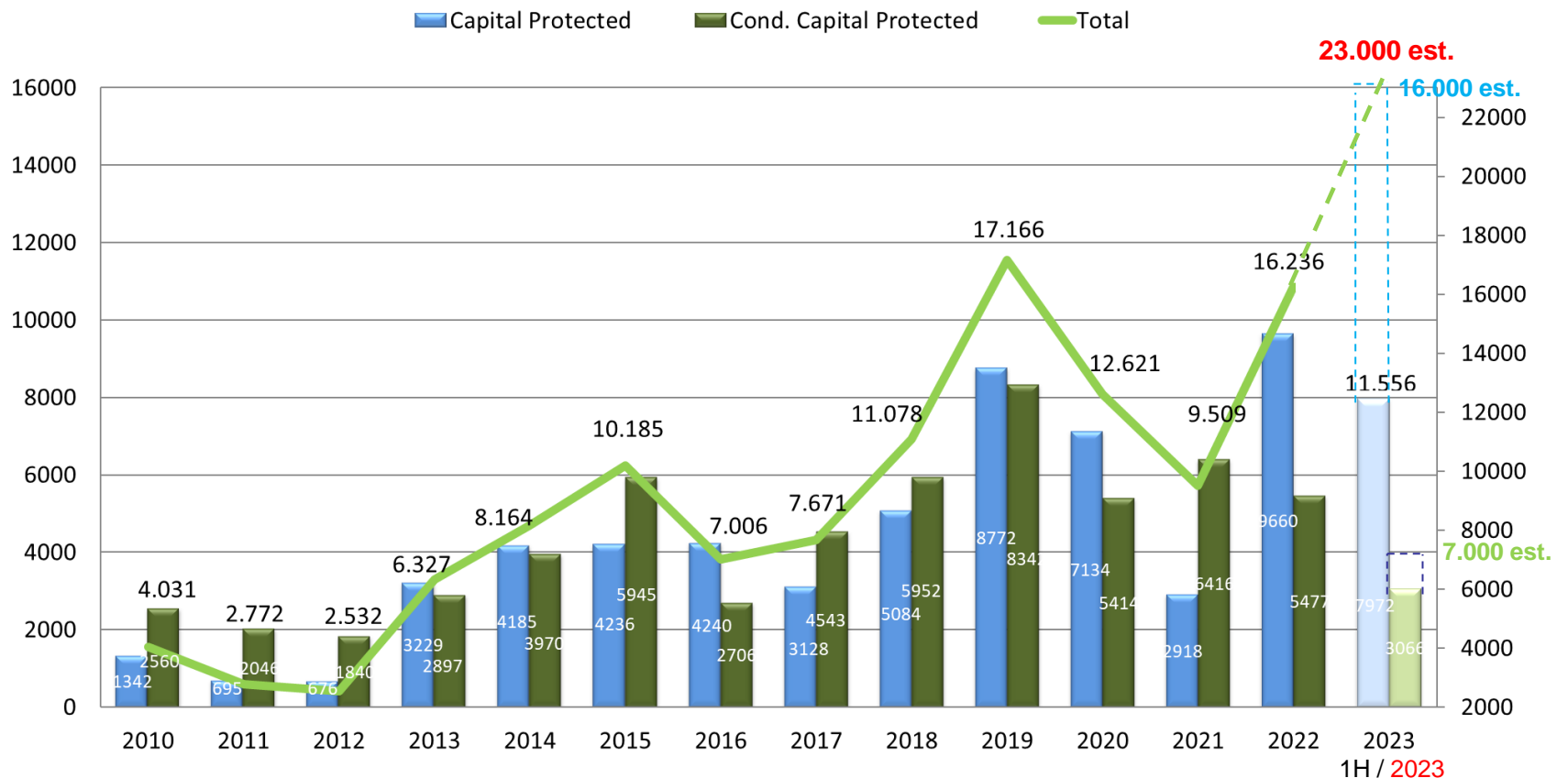
## Marketing and communication

- Participation to the main conferences of the industry in order to wider the audience of the certificates' industry

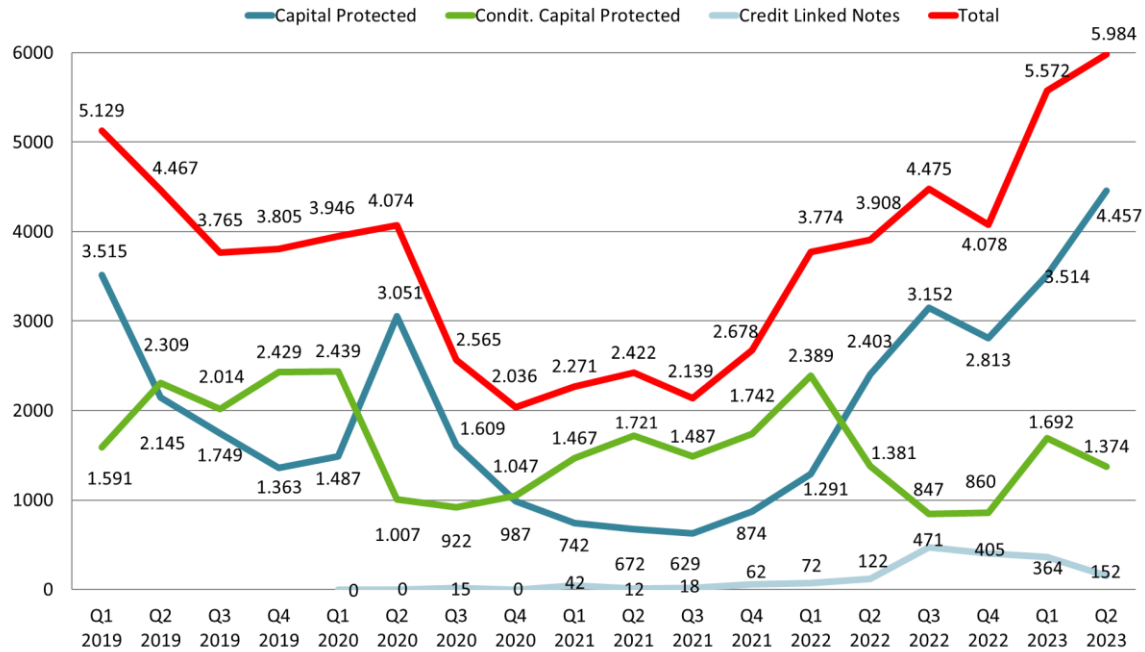
Sensitivity: C2 Internal **ACEPI Journalists Award** (students of journalism, juniors and senior journalists distinguishing on Certificates)

# ACEPI Primary Market: Hist. Trend (2010-2023)

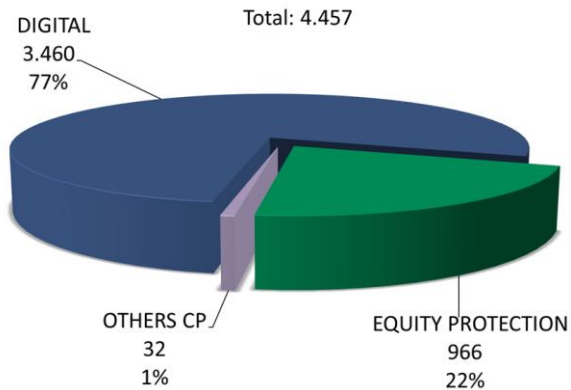
Total placed (MLN€) 2010-2022 | 1H2023 + 2023 estimation



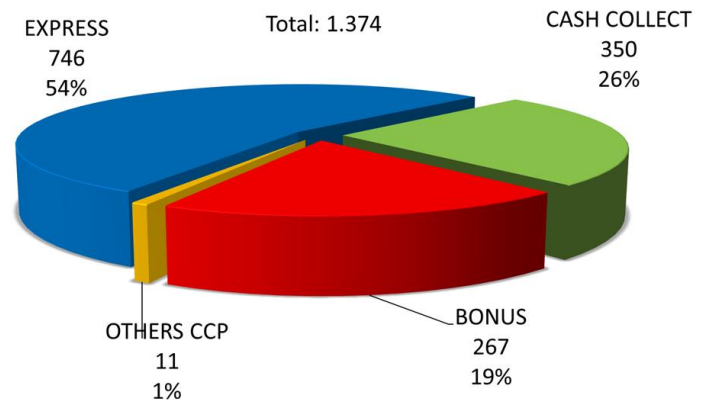
Placed (MLN€) Q1 2019 - Q2 2023



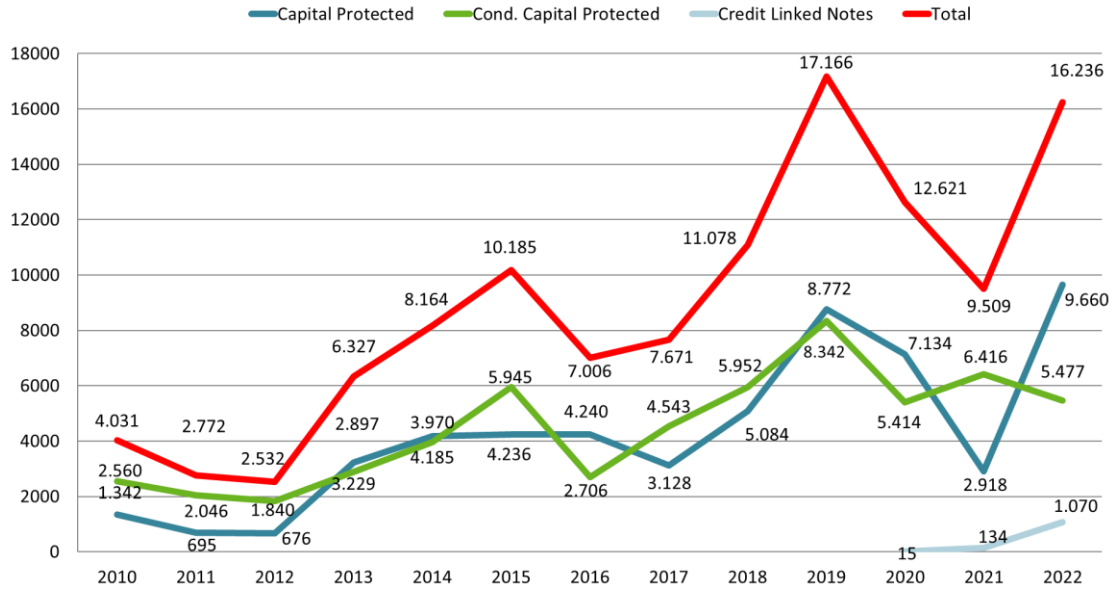
Placed (MLN€) Q2 2023 - Capital Protected



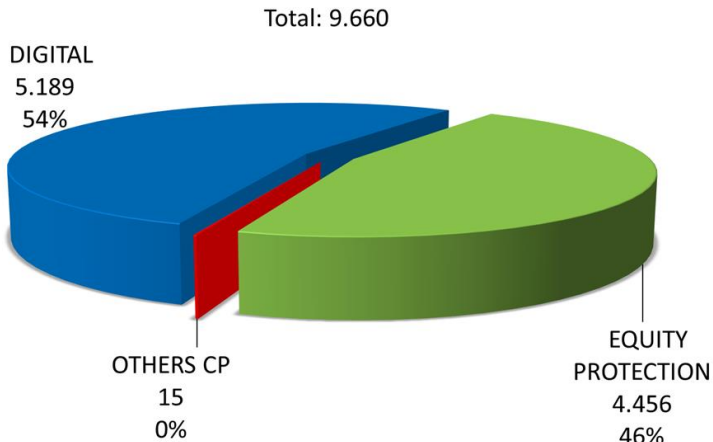
Placed (MLN€) Q2 2023 - Condit. Capital Protected



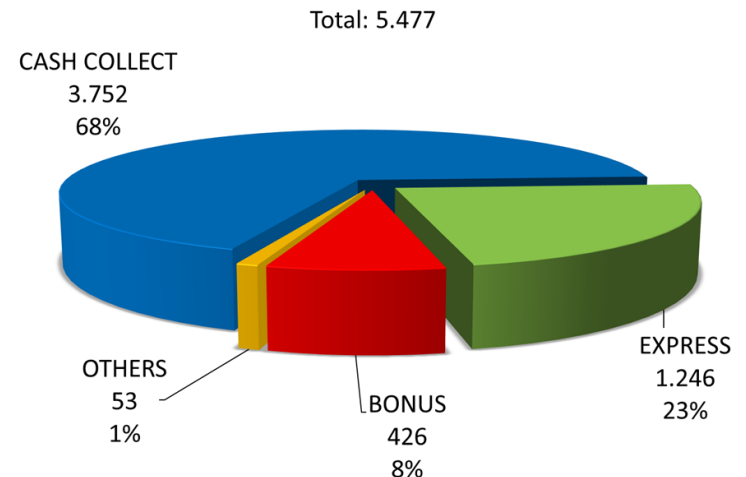
### Placed (MLN€) 2010 - 2022



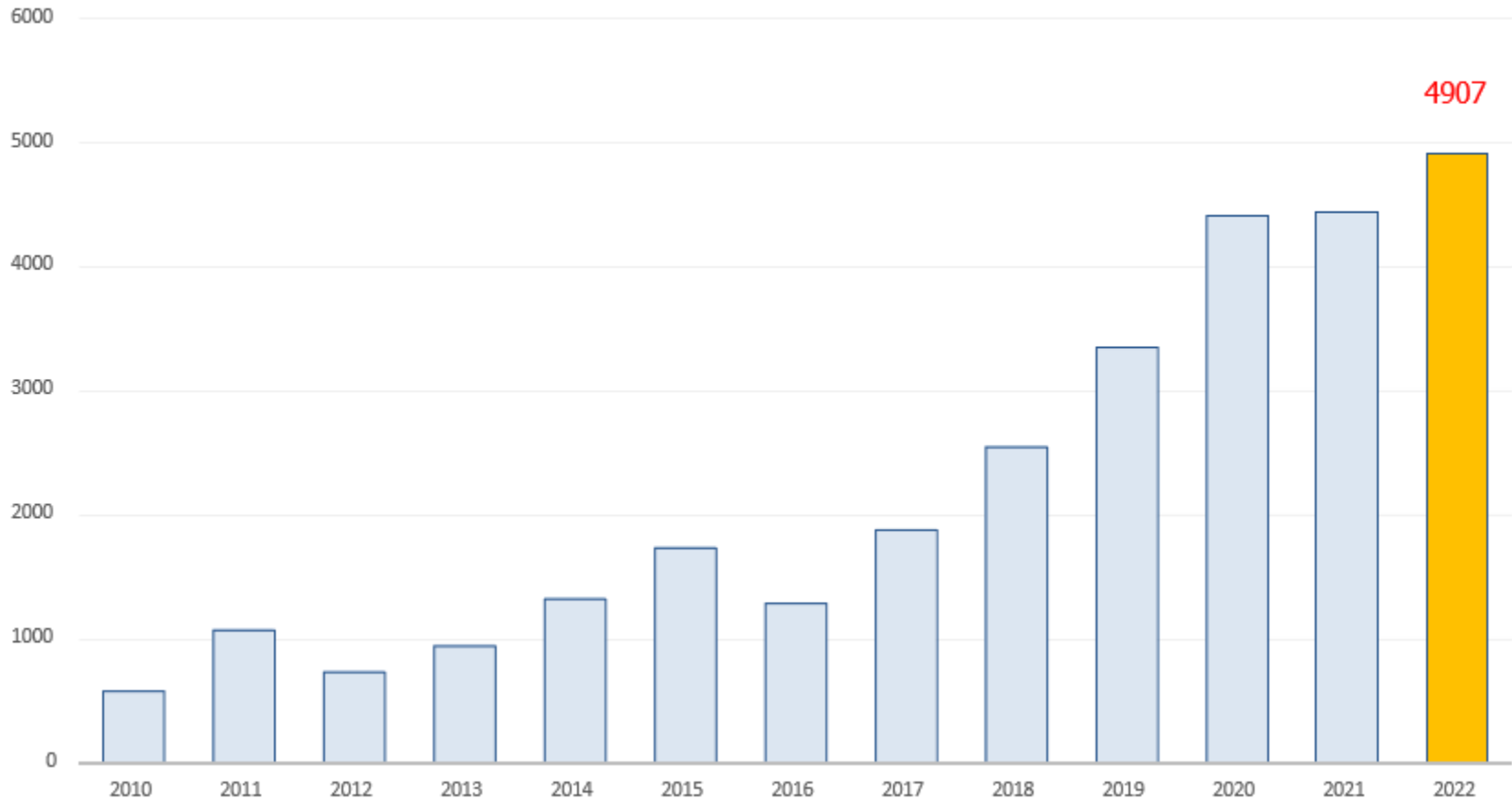
### Placed (MLN€) 2022 - Capital Protected



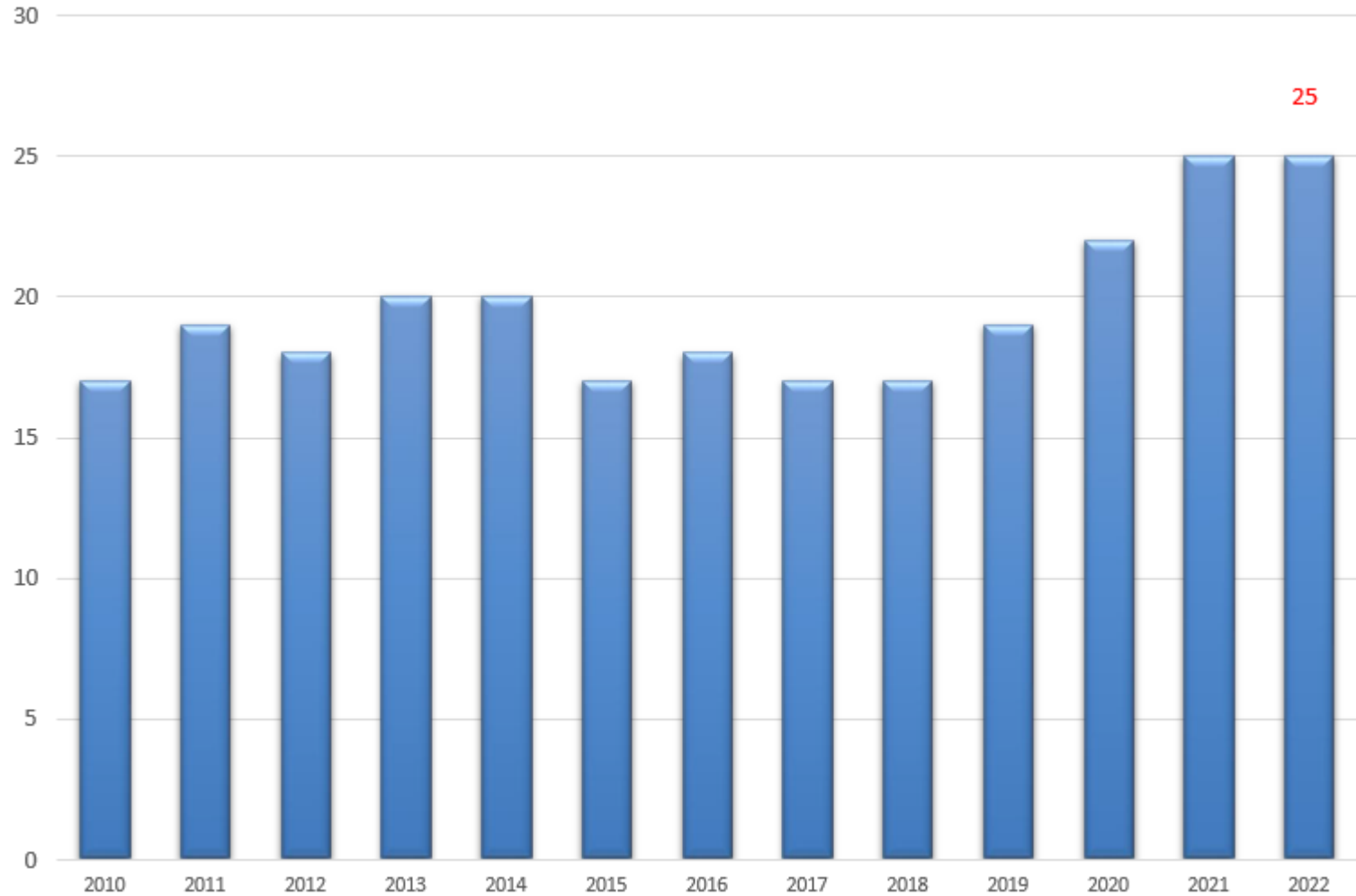
### Cond. Capital Protected (MLN€) 2022



### Number of certificates issued

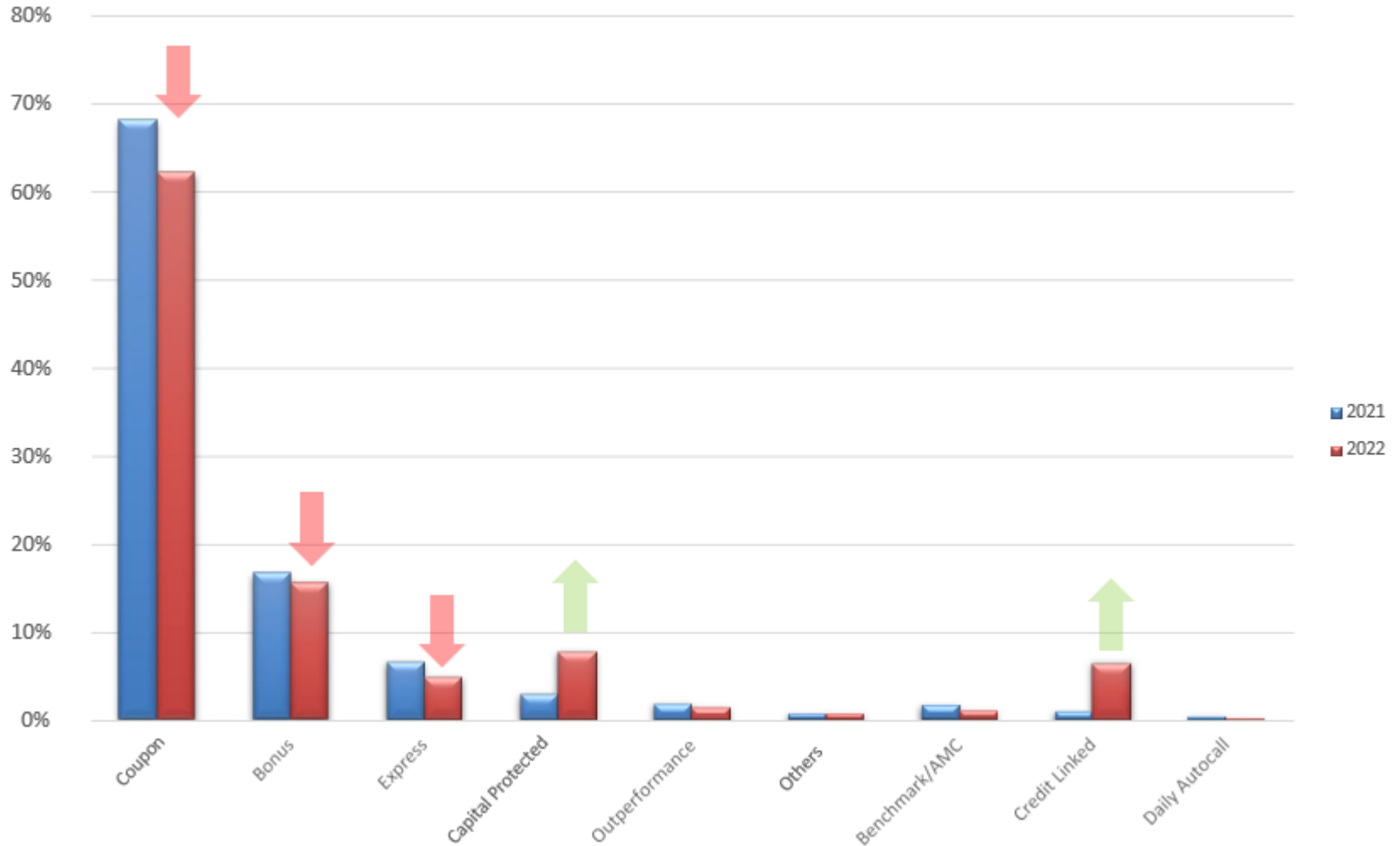


Active issuers



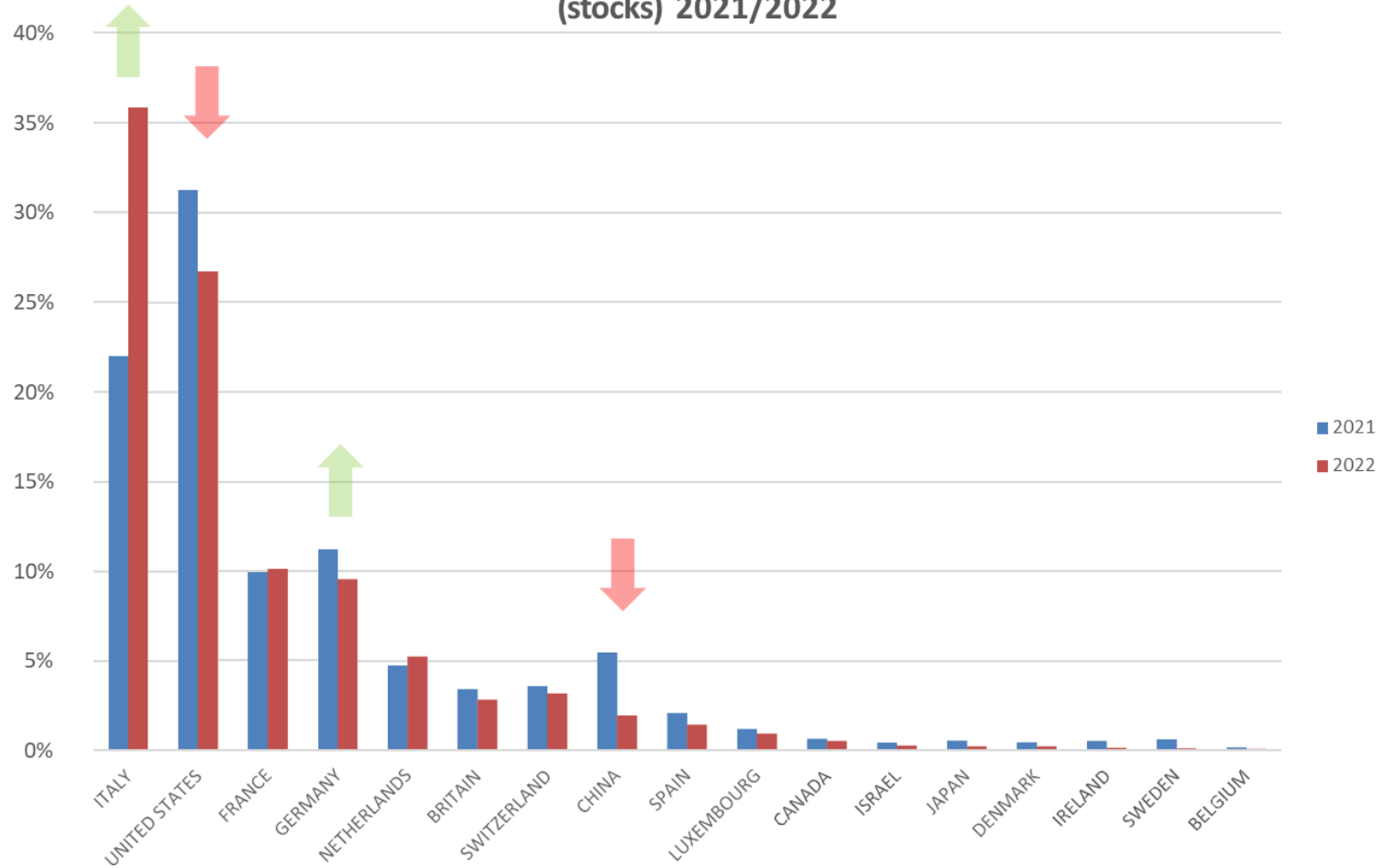


Types of issuances

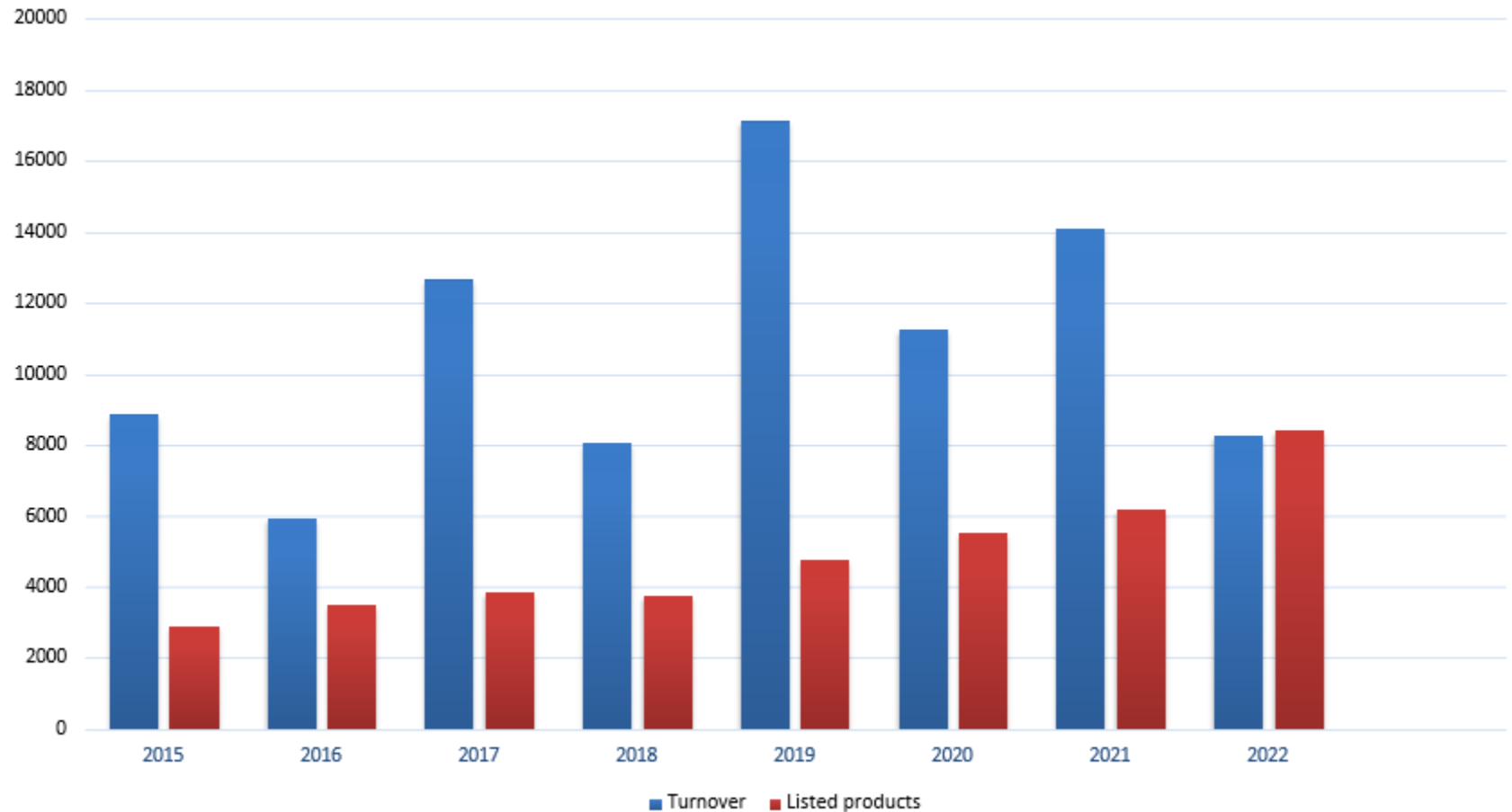


# Secondary Market Data: Underlying

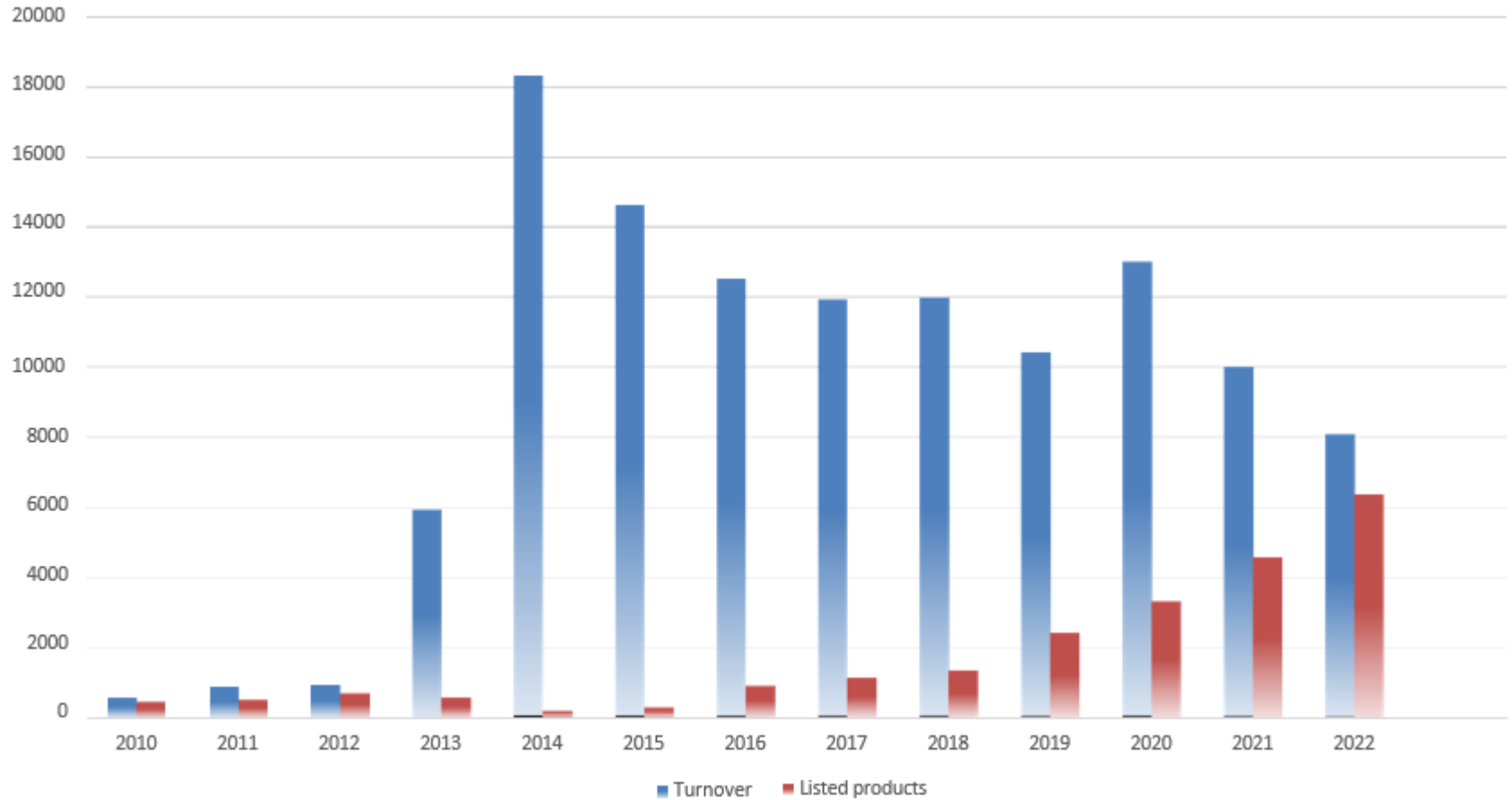
Geographical breakdown of the underlying  
(stocks) 2021/2022



## Investment Certificates (Sedex + Cert-X)



## Sedex – Leverage Certificates



# Certificates Survey 2022 on distributors and clients

## Scope and methodology

### CERTIFICATES SURVEY

- **ACEPI** and **Prometeia** conducted a **survey** involving the **main distributors active** on the **Italian Certificates segment**, referring to both **Acepi members' banking groups** and **non-members**

### SCOPE

- The sample of participants had **16 respondents** for a total placed of ca. **€51 bn** over the time horizon considered (about **90% of official Acepi data**)

### AREAS OF ANALYSIS

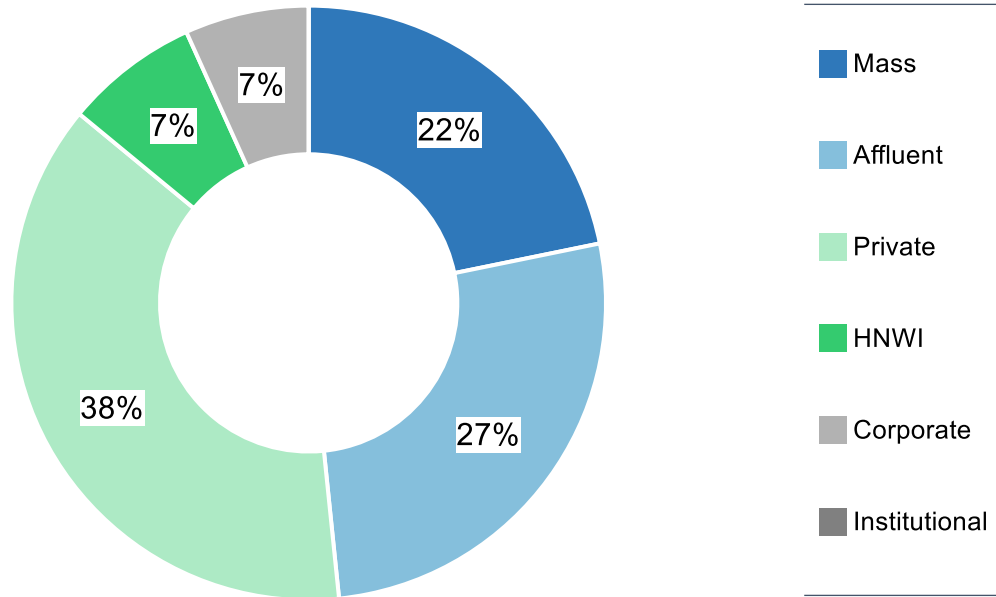
- **Participants** were given a **questionnaire** containing **quantitative** and **qualitative questions** related to the certificates **placement** and **advisory activities**, such as:
  - **Evolution** of the **placements** between **2018** and **2022(IH)** with breakdown by **macrotipe**, **client segment**, etc.
  - Classification of **complexity** (products) and **experience** and **knowledge** (clients) for certificates and other financial products (in custody and managed)
  - **Objectives** of the inclusion **of certificates** in the **portfolio**
  - **Main** perceived **critical issues** in the **proposition** (and dissemination) of **certificates** at intermediary and client level

### INTERVIEWS

- The **data collection** phase was followed by **one-on-one interviews** with the operators to **normalize** the data collected and **analyse specific aspects** of the different realities.

## Almost two thirds of the client base for investment certificates is represented by the private and affluent segments...

### Survey sample – Client segment breakdown

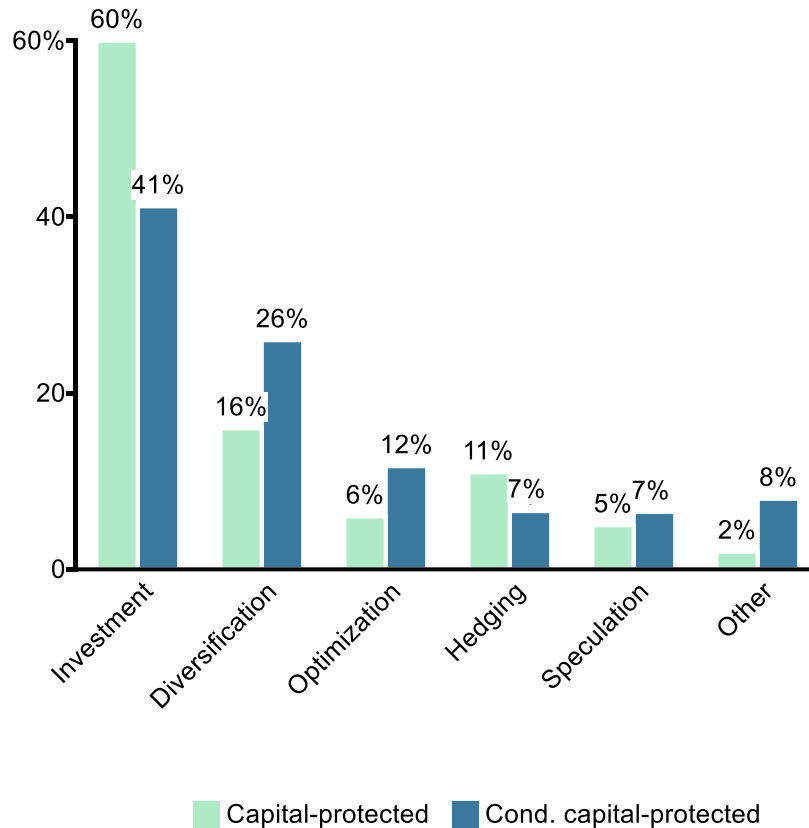


- **Private** (38%) and **Affluent** (27%) segments are the **two most active** in the certificates world, with an **aggregate share** reaching **65%** of the total capital placed
- The weight of **Mass customers** is also **significant** (22%), while the weight of **HNWI** and **Corporate** (7%) is more **limited**
- From the perspective of the **operator-client relationship**, **commercial banks** and **financial advisors** tend to focus more on the **mass-affluent** segment while **private banks** on the **private-HNWI** segment

*Note: data do not include operators which did not disclose the clients composition breakdown. Elaborations on ACEPI-Prometeia survey data.*

## Certificates enable customers to widen investment and diversification opportunities...

### Reasons for the inclusion of certificates in clients' portfolio



- The **predominant objective** pursued by investors when purchasing certificates is **general investment**, as an alternative use of cash (60% in capital protected, 41% in conditionally protected)
- Among clients that use **conditionally capital-protected** instruments, also **diversification** has a **significant** weight (26 percent) among the goals pursued by customers.

*Elaborations on ACEPI-Prometeia survey data.*

Prometeia - ACEPI | Certificates Survey 2022

## Key Findings



→ The relative **weight** of **certificates** in investors' portfolios is **growing**



→ **Lack** of **knowledge** of certificates (both on the distributor and the client side) is the **main obstacle** to inclusion in investors' portfolios



→ Certificates also offer investors a **diversified investment opportunity** to hedge portfolio market risk



→ **Investors** to whom certificates are offered have **medium/high knowledge/experience**



In order to underline the relevance of the ESG topic for SPs industry and across industries, **ACEPI organized dedicated Annual Conferences on E-S-G:**



**E**nvironment (November 21<sup>st</sup>, 2021)

**The certificate industry between taxonomy and ESG impact: the case of sustainable mobility**

*with the participation of the German former minister for Transports and former Chairman of the German Association of Automotive Industry –VDA- Matthias Wissmann and many car manufacturers and suppliers*



**S**ocial (October 20<sup>th</sup>, 2022)

**The "multi-industry" ESG transformation: Milan Smartcity and the evolution of the Certificates market**

*with the participation of Gelsomina Vigliotti - Vice Chairwoman of the European Investment Bank (EIB)*



**G**overnance (November tbd, 2023):

**Governance of ESG and AI sustainability. Opinions and experiences for the Certificates industry**

*Keynote Speaker tbc*

# Thanks for your attention!

*ACEPI (Associazione Certificati e Prodotti d'Investimento)*  
*Nicola Francia*