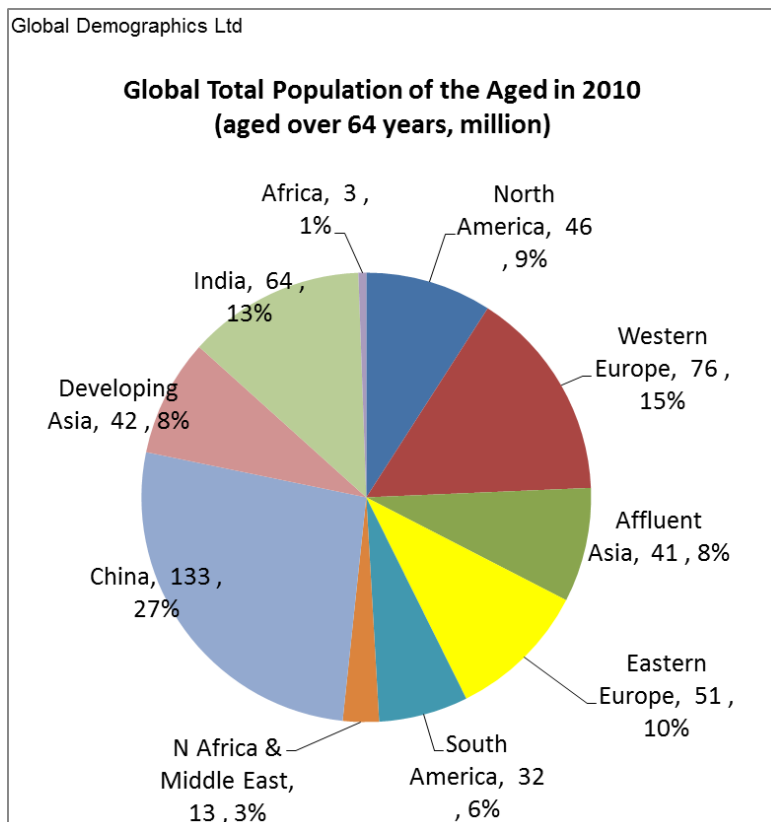


The Affluent Aged

It is a reality of the world that on average the most affluent countries also tend to have older populations and this trend is continuing. As such the number of persons over 64 years who with money are growth segment and creating new market opportunities and demand.

It is estimated that in total there are 501 million people over the age of 64 in 2010 and this will increase to 608 million by 2020 - a 36% increase. Of these it is estimated by Global Demographics Ltd that 163 million or 30% are from households with average income in excess of US\$100,000. Not surprisingly these are almost exclusively based in North America, affluent Asia and west Europe. Furthermore driven more by rate of ageing than increasing affluence, this segment will grow by 28.6% over the next decade.

However, China and Eastern Europe are interesting in that while small in number they have an affluent aged segment which is projected to grow very rapidly indeed over the next decade.



April 2011