

Finance Malta

Marketing Malta's Unique Proposition

28 October 2025



I've got a question

What does success look like?

Position Malta as an attractive jurisdiction for Family Offices

Attract as many as
possible

How do we measure that?

80

80 in 12 months

8,030 Single Family Offices

Research by Deloitte Private, September 2024

USD 3.1 trillion
AUM

10,720 SFOs by 2030

Research by Deloitte Private, September 2024

USD 5.4 trillion
AUM

80 is
1% of the world's 1%

80 is
4% of Europe's
2000 SFOs

By 2030 Malta
could be managing
USD 54 Billion

80

How do we get
them?

Let's talk about
precious stones

Diamonds

4 Cs of Diamonds

Cut

Cut Colour

Cut
Colour
Clarity

Cut
Colour
Clarity
Carat

4 Cs of Family Office Marketing

Clarity

Clarity Consistency

Clarity
Consistency
Confidence

Clarity
Consistency
Confidence
Collaboration

Clarity

Would you like
some more
acronyms?

WHOGAS
WIIFM

WHOGAS
Who Gives A
Shhhhhh

Who is our audience?

"No two family
offices are exactly
the same"

Dominic Samuelson, Chief Executive Officer, Campden Wealth

Don't assume

68% of all offices
established after
the millennium

40% are
1st generation

30% are
2nd generation

19% are
3rd generation

Only 1 in 10
represent legacy
wealth

Globally 15% are
now run by women

In Europe
that's 20%

73% of FO have
established boards
of 4 members

58% of board
members are
family

Outsiders have
backgrounds in strategic
planning, finance, tax, legal
and investment and asset
management

B2B is
always P2P

Introducers

Introducers Gate Keepers

Introducers Gate Keepers Influencers

Introducers
Gate Keepers
Influencers
Decision Makers

Introducers
Gate Keepers
Influencers
Decision Makers
Users

WIIFM

WIIFM

What's In It For Me?

Our needs & wishes

How we see ourselves

Does this

Does this
Make me look *bad* or good?

Does this
Make me look *bad* or *good*?
Challenge my 'self' or *reinforce*?

Does this

Make me look *bad* or *good*?

Challenge my 'self' or *reinforce*?

Make my life *worse* or *better*?

Self-preservation
or
Self-actualisation

Fear or Ambition

Are they looking at preserving
their wealth or growing it?

Are they keen to protect their
job or grow their career?

What else is on
their mind?

Clarity here is key

Clarity means
translating national
advantages into
personal value

We don't just say:
"English-speaking,
EU member,
Mediterranean lifestyle"

We say:
"Set up faster, operate
leaner, preserve your
legacy, not logistics"

That's the
difference between
a list of benefits

and a clear, human
proposition

That's clarity

Consistency

Consistency
builds recognition

Consistency
builds trust and
credibility

Consistency
builds loyalty

So, how
do we remain
consistent?

Not just logos,
fonts, websites and
powerpoint

Consistency is
about doing your
pushups

One LinkedIn post
won't make you a
rising star

Practice makes
permanent

You are what you
repeatedly do

Identify who will be
the face & get
them out there

Be persistent

Share your
message
consistently

Consistent voice

Consistent visuals & content

Consistent actions

Build a brand
strategy, define a
plan & stick to it

Consistency drives confidence

Confidence comes
from proving our
expertise

Confidence comes
through reliability

Confidence comes
through thought
leadership

Confidence comes
through creating
high-value content

Demonstrating transparency

Delivering on promises

Confidence
comes through
people

It's not what you
know

It's not who you
know

Today it's about
who knows you

More importantly,
what they know
about you

If the right people
don't know you
exist

You're not where
the big decisions
are being made

You're invisible

The deals are going
to someone else

Visibility built on
authenticity, drives
opportunity

Personal branding
isn't a vanity
project

It's an asset

One of the most
powerful assets
you can have

People trust people
more than they
trust businesses

No matter how good
your company's
marketing is

If your leaders
don't play ball,
everyone feels it

BOYCOTT TESLA

**NO DICTATORS
in the USA**

TO CUT GOVERNMENT WASTE?
YOU CHOOSE!

FOR GRANDMOTHER GETS \$65 A DAY
(SOCIAL SECURITY)

HUNGRY CHILD GETS \$6 A DAY (S

ELON MUSK GETS \$8 MILLION A D
(CORRUPT GOVERNMENT CONTRACTS)

Personal branding
isn't about ego

It's about being
known for:

The value you bring

Problems you solve

The trust you build

When people trust
you, they will trust
your business too

We live in a world
that's becoming
more impersonal

Digital transactions
Automated emails
AI chatbots

But people are
craving human
connections

They want to know
the stories behind
the business

The people behind
the brand

Authenticity is no
longer optional

It's currency

What about your people?

Should you help
them build their
personal brand?

Or will recruiters
come after them?

Here's the truth:

Unhappy people
don't leave because
recruiters call

They leave
because they feel
invisible

They leave
because they feel
undervalued

They leave
because they
feel stifled

When you give your
people a platform
they grow

And when they
grow, they grow
the firm too

When people are
encouraged to
share their expertise

Their confidence
grows

Their loyalty
strengthens

Their pride in the
business increases

They
collaborate more

Collaboration

"If you want to go fast
go alone, if you want
to go far, go together"

The only way we
succeed is if we all
work together

One jurisdiction,
many credible
faces

Malta wins only by
aligning public &
private effort

Look at our
success in the
Maritime industry

Collaboration
means:

We sing from the
same Finance
Malta hymn book

Collaboration
means:

We pitch resources,
budgets & marketing
efforts together

Collaboration
means:

We find ways to
work with other
jurisdictions too

28% of family
offices now have
multiple branches

Most FOs in Asia
Pacific (61%) set up
2nd branches in US
(38%) & Europe (23%)

Looking ahead,
12% plan to set up
another branch

How do we find other
firms in other
jurisdictions & win
together?

So to recap

Clarity
Consistency
Confidence
Collaboration

Clear messages
delivered consistently
build confidence when
we work in collaboration

Bonus C

Connection

Let's build genuine
connections

Genuine relationships compound



Let's connect
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