

Life Conference and Exhibition 2011  
David Nish - Chief Executive, Standard Life

## Opportunities and challenges in a changing world

21 November 2011

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### Leadership in challenging times

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- Being inclusive
- Driven by long-term customer needs
- Exploiting competitive advantage
- Disciplined innovation
- Robust risk management
- Retaining focus
- Sustainability

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## Closing the savings gap

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- Everyone needs a plan
- Financial capability
- Regaining customer confidence
- Regulation – UK, Europe, global
- Uncertainty

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## Challenges

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- Regaining consumer confidence
- Regulation – where will the pendulum stop?
- Risk and uncertainty:
  - Volatile markets
  - Low growth
  - High inflation
  - Unemployment

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## Standard Life Charitable Trust

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- Formed in 2009
- Independent charity
- Committed to improving financial inclusion and capability
- **Shelter:** helping people at risk of losing their homes
- **Grand Central Savings:** banking services and advice for the financially excluded
- **Royal British Legion:** improving financial capability in the Armed Forces

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## Challenges

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## Keep on nudging – making the most of auto-enrolment



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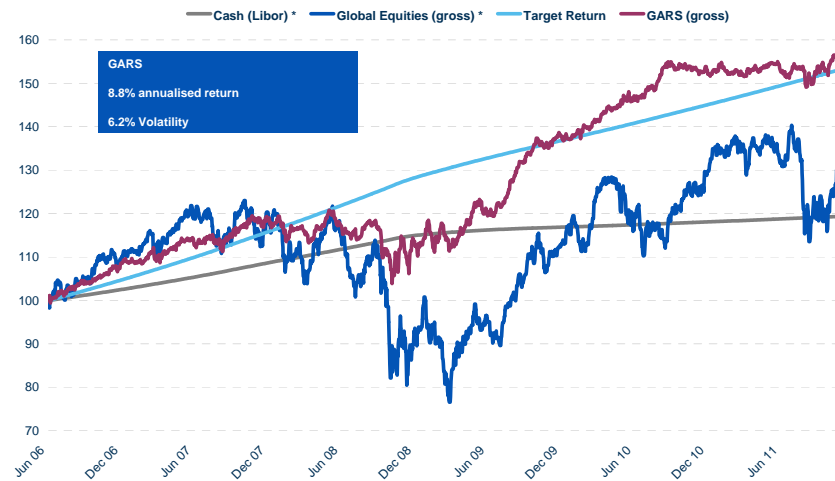
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## Key findings from Keep on Nudging

- Auto-enrolment will create up to six million new savers
- Retention rates of up to 82%
- AE will add £12.5bn to annual savings by 2017
- A third of employees willing to save more than 4%
- Communicate, communicate, communicate
- Auto-escalation
- Broaden savings vehicles

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## Global Absolute Return Strategies performance



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