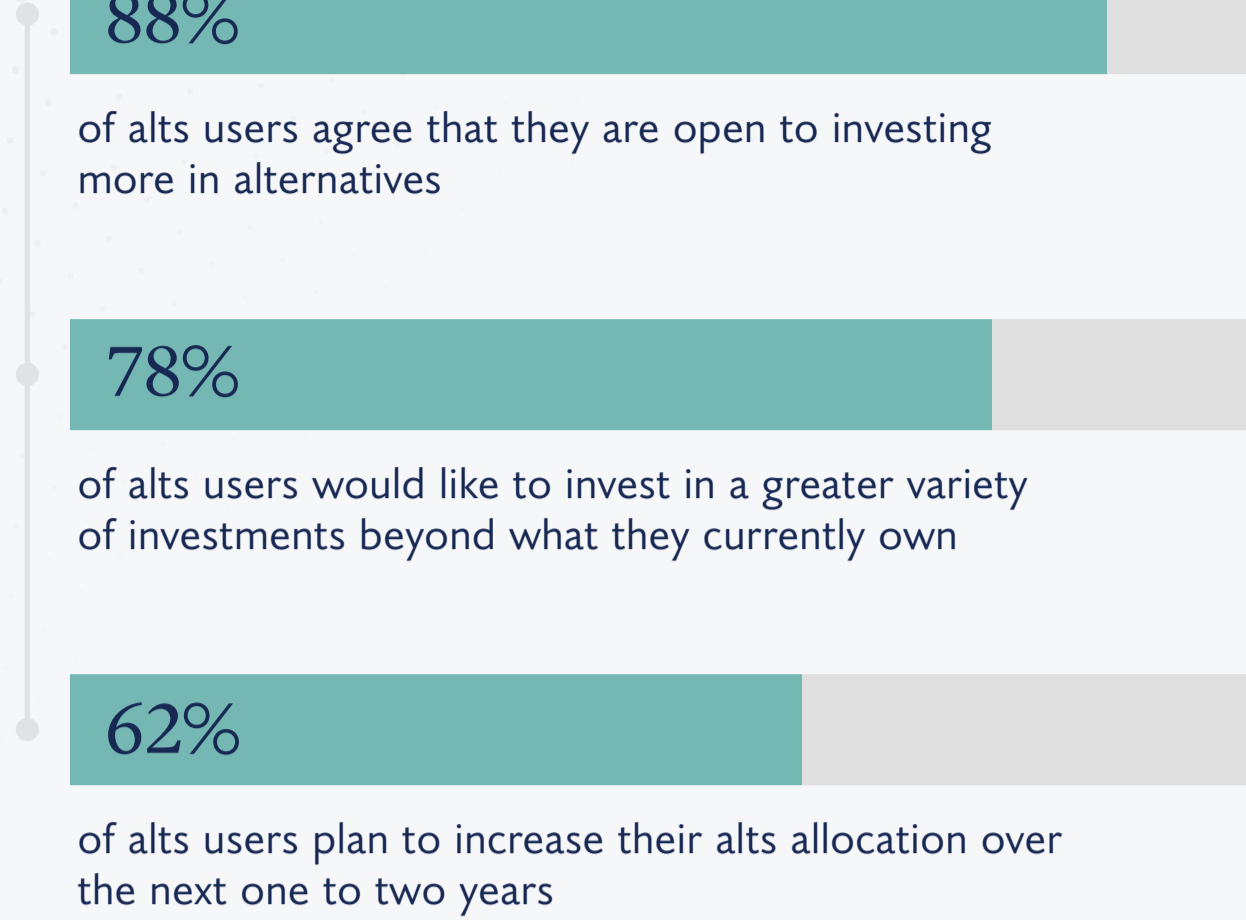
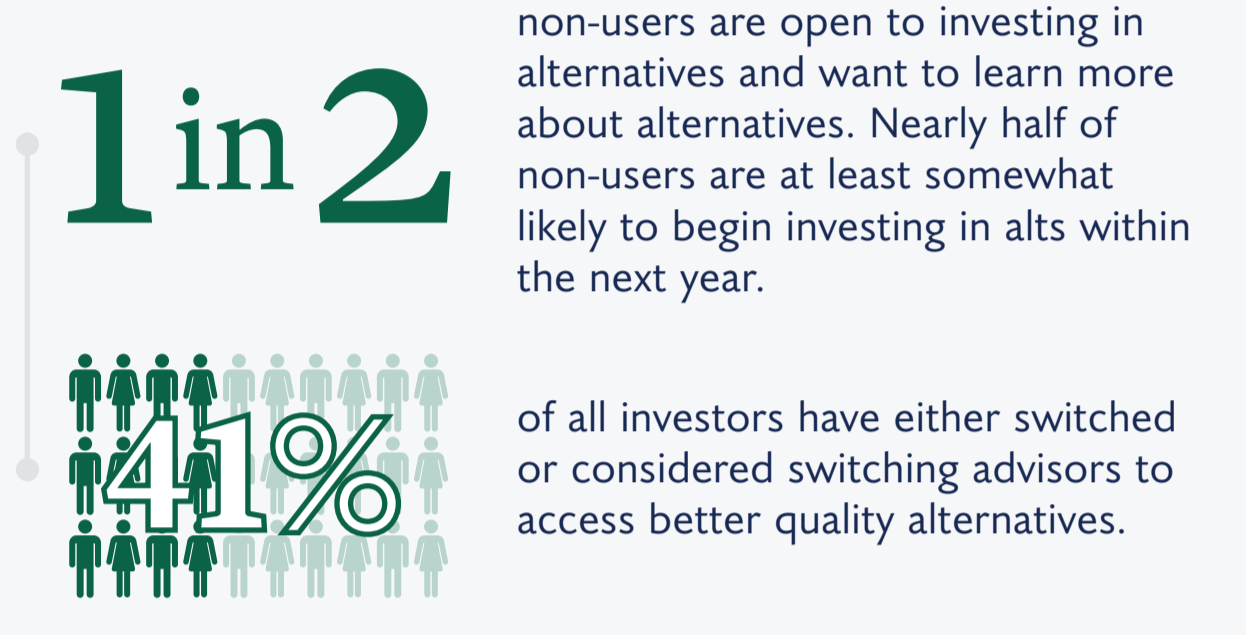


# The Alts Opportunity for Investors and Advisors

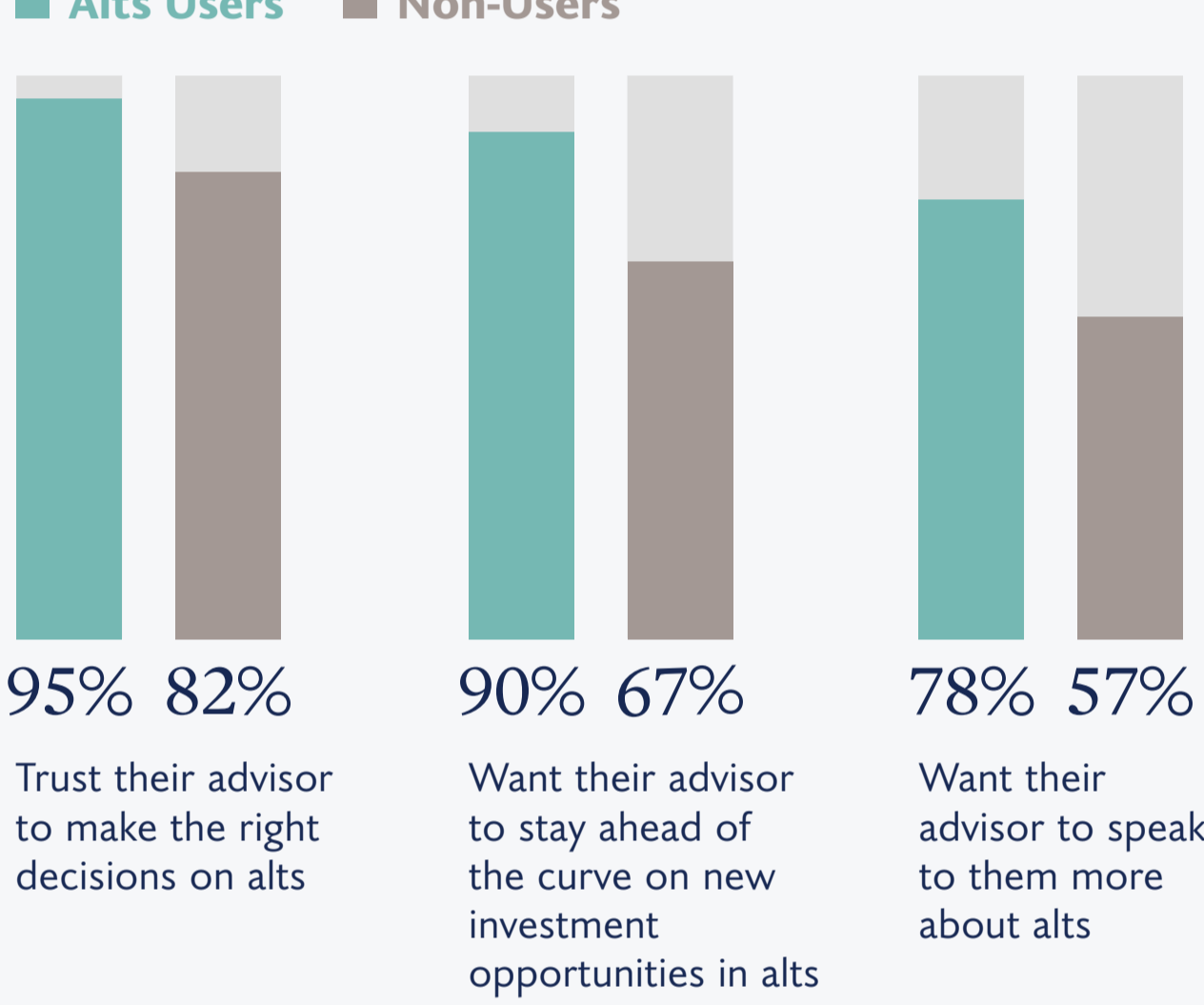
## Room for growth: Alts users want to invest more in alternatives



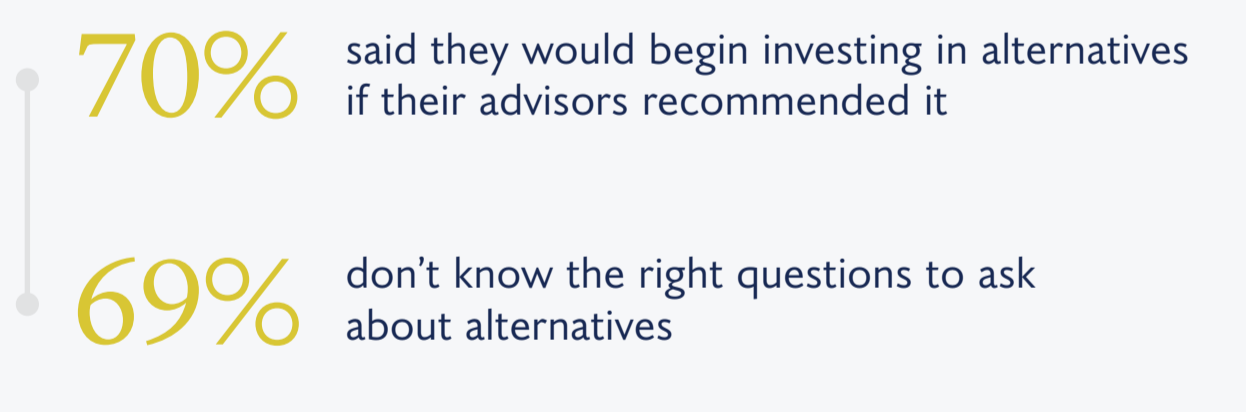
## All in on alts: High-net-worth investors are prioritizing alts investing



## Expertise wanted: Investors are looking to advisors to lead the way



## Non-users also seek guidance: Many are looking to their advisors for alts expertise



## Cracking the alts code: Perceptions don't always match reality



**Alts Champion, Emerging Adopter, or Traditionalist? Discover 3 key high-net-worth investor profiles and strategies for starting insightful conversations about alternatives.**

Survey Methodology: Brookfield Oaktree Wealth Solutions commissioned CoreData Research to conduct separate online surveys of 300 financial professionals with an average practice AUM of \$633 million in the U.S. and Canada and 625 high-net-worth investors with at least \$2.5 million in household investable assets in the U.S., Canada, Hong Kong, Singapore and Taiwan between April and June 2024.

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