



AIM Private Asset Management/INVESCO

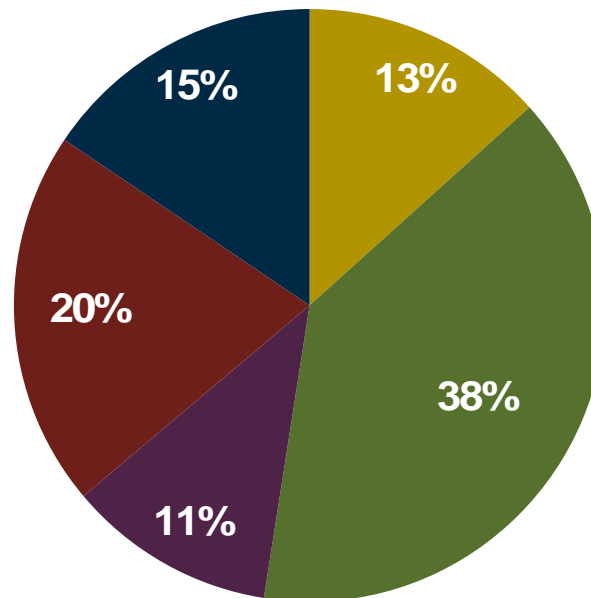
A Cross Generational Approach to HNW Clients

AIM Private Asset Management, Inc. ("APAM") and INVESCO Institutional (N.A.) Inc. ("INVESCO") have entered into solicitation agreements with each other whereby each is authorized to market the investment advisory services of the other. In addition, APAM has entered into a solicitation agreement with INVESCO Global Asset Management (N.A.) Inc. ("IGNA") whereby APAM is authorized to market IGNA's investment advisory services. At the present time, none of these entities receive any compensation for solicitation activities from the others. APAM, INVESCO, and IGNA are related entities in that they are indirect wholly owned subsidiaries of AMVESCAP PLC.

© Copyright AIM Private Asset Management, Inc. ("APAM") 2005. All Rights Reserved. This presentation is the sole property of APAM and may not be altered in any manner without the express written consent of APAM. All material is compiled from sources believed to be reliable but accuracy cannot be guaranteed.

Building Relationships Across the Age Spectrum

U.S. Population by Generation



| | | |
|---------------|-----------|-----|
| ■ Pre-Boomers | 1935-1945 | 13% |
| ■ Boomers | 1946-1959 | 38 |
| ■ Cuspers | 1960-1968 | 11 |
| ■ Busters | 1969-1978 | 20 |
| ■ Nesters | 1979-1988 | 15 |

Source: Marilyn Moats Kennedy, Career Strategies. Due to overlap among age groups, percentages in pie chart do not add up to 100%

-2-

Targeting the Right People

Understanding the ages

| | Pre-Boomers | Boomers | Cuspers | Busters | Netsters |
|---------------------------|---------------------------------|---|---|---|--------------------------------------|
| | Born 1935–1945 | Born 1946–1959 | Born 1960–1968 | Born 1969–1978 | Born 1979–1988 |
| Work Habits | Strong work ethic, team players | Work hard, motivated by money, teams OK | Work hard if meaning is important, teams OK | Lifestyle first, dislike teams | Lifestyle first, hate teams |
| Leadership | Expect to lead | Want to lead | Ambivalent | No need to lead | Will lead if necessary |
| Sociability | Value consensus and camaraderie | Highly value consensus and camaraderie | Individual first but value close friends | Individual first but value many friends | No need to please, like small groups |
| Family Orientation | Young grandparents | Indulge their children | Family before work | Accepting of multigenerations | Comfortable with multigenerations |
| Civic Involvement | Feel obligation | Active if time permits | Active if cause is right | Not involved | Not involved |
| Technical Savvy | Primitive but receptive | Intimidated | Eager to keep up | State of the art | State of the art |
| Spending Habits | Cautious, conservative | Champion consumers | Moderation, savers | Frugal, savers | Frugal, savers |

Source: Marilyn Moats Kennedy, Career Strategies.

Looking Closer: Older Baby Boomers

- Older Baby Boomers (OB)
 - Make up 65% of the Boomer population
 - May be in denial about aging
 - Still in income growth mode
 - Beginning to Individuate
 - Worried about children's work ethic

Looking Closer: Younger Baby Boomers

- Younger Baby Boomers (YB)
 - Make up 35% of Boomer population
 - Want financial advice for their children
 - Not as concerned with aging as OBs

Source: 2001 U.S. Census Bureau

Best Research Resources

How College Fund-raisers Identify HNW OBs & YBs

- Develop a strategy
- Test your theory

Source: Marilyn Moats Kennedy, Career Strategies

Becoming CFO of the Family Firm

Building Relationships with the Children

- What do they understand about money?
- Age group characteristics
- Developing the right approach

Next Steps

- Be familiar with different mentalities of OBs & YBs
- Research the children
- Prepare for blunt questions from the Buster & Netster children
- Delay judgment, think long term

A Glimpse of the *Next* Generation: 1989+

The next generation (1989–)

| Work | Lifestyle | Leisure | Influences | Relationships |
|---|------------------------------------|----------------------------------|---|---|
| A place to stand <hr/> | Formality returns <hr/> | Surfing the Web <hr/> | U.S. News and World Report <hr/> | Strong family ties <hr/> |
| Serial career choices <hr/> | Urban vs. Suburban <hr/> | Team sports/fitness <hr/> | Consumer Reports <hr/> | Play dates, move in groups <hr/> |
| Sports, not part-time jobs <hr/> | Less space, less cost <hr/> | Volunteering <hr/> | Life sciences <hr/> | Peers more than parents <hr/> |
| Internships | Technology rules | Environment | Knowing is everything | Grades equal income |

Source: Marilyn Moats Kennedy, Career Strategies.

Your goals.
Our solutions.®

