

AUM performance rankings

Methodology and criteria

Assets under management

Assets under management (AUM) – as defined by Euromoney for this performance ranking – represent the total market value of client assets actively managed or advised by a private bank or wealth manager.

This includes fee-generating advisory and/or discretionary mandates, reflecting both a private bank's investment expertise and the trust that clients place in it. For the purposes of this research, Euromoney has sought to exclude assets held solely for custody, administration or fiduciary purposes – or those assets that have no direct investment management or advisory involvement – where possible.

Criteria

Euromoney's report **the world's largest global private banks by AUM** identifies and ranks the leading international institutions that provide private banking and wealth management service across three or more markets. To qualify for this ranking, private banks must have shown that they are serving clients in multiple jurisdictions, including with cross-border capabilities. Onshore-focused institutions that primarily serve domestic clientele in their home markets – such as private banks and wealth managers in Mainland China – have not been included in this project.

This ranking draws on a combination of verified data sources, including: publicly available financial disclosures; AUM data provided directly by private banks to Euromoney; and data submitted as part of Euromoney's annual Private Banking Awards programme. All figures have been subject to verification by Euromoney and have been supplemented where needed by independent estimates based on publicly available information.

As definitions of private banking and wealth assets differ by market, Euromoney does not impose a single uniform classification of what counts as a private banking account. However, this ranking has only included those private banks whose AUM data makes a clear delineation between private banking/wealth assets and retail banking assets. Private banks unable to make this distinction have been excluded from this research.

1. UBS Global Wealth Management

Minimum account threshold: \$2 million in investible assets (Source: <https://www.ubs.com/hk/en/wealthmanagement/what-we-offer/private-client.html>)

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied for CHF as of September 30, 2024: \$1 = CHF0.8415. Conversion rate sourced from Wise.

2. Morgan Stanley Private Wealth Management

AUM definition: Wealth management fee-based client assets represent the amount of assets in client accounts where the basis of payment for services is a fee calculated on those assets. (Source: <https://www.morganstanley.com/about-us-ir/shareholder/3q2024.pdf>, p.6)

AUM data: Publicly available data. (Source: <https://www.morganstanley.com/about-us-ir/shareholder/3q2024.pdf>, p.1)

3. Wells Fargo Wealth and Investment Management

Minimum account threshold: \$500,000 minimum opening deposit and a minimum of \$500,000 in money new to Wells Fargo. (Source: <https://www.wellsfargo.com/the-private-bank/solutions/private-banking/>)

AUM definition: Total client assets under wealth and investment management. (Source: <https://www.wellsfargo.com/assets/pdf/about/investor-relations/earnings/third-quarter-2024-earnings.pdf>, p.7)

AUM data: Publicly available data. (Source: <https://www.wellsfargo.com/the-private-bank/solutions/private-banking/>, p.6)

4. Goldman Sachs Private Wealth Management

Minimum account threshold: \$10 million in investable assets. (Source: <https://www.goldmansachs.com/disclosures/customer-relationship-summary-form-crs/docs/pwm-relationship-guide.pdf>)

AUM definition: AUM and other client assets for which Goldman Sachs does not have full discretion. (Source: Euromoney data)

AUM data: Euromoney data. Year-on-year AUM growth is a Euromoney estimate based on mid-point of AUM growth range provided by the bank. (Source: <https://www.euromoney.com/article/2edukynvplgtmb0n96tj4/awards/private-banking-awards/the-worlds-best-private-bank-2025-goldman-sachs/>)

5. JPMorgan Private Bank

AUM definition: Assets advised by JPMorgan Asset and Wealth Management on behalf of JPMorgan Private Bank. Includes capital that has been committed but not called. (Source: <https://www.jpmorganchase.com/content/dam/jpmc/jpmorgan-chase-and-co/investor-relations/documents/annualreport-2024.pdf>)

AUM data: Provided by the bank.

6. RBC Wealth Management

AUM definition: Assets managed by RBC Wealth Management, including the selection of investments and provision of investment advice. (Source: https://www.rbc.com/investor-relations/_assets-custom/pdf/2024q4slides.pdf, p.45)

AUM data: Publicly available data. (Source: https://www.rbc.com/investor-relations/_assets-custom/pdf/2024q4slides.pdf, p.17.) Euromoney used Q4 2024 reports covering the period up to

October 31, 2024, for Canadian banks as the nearest proxy for Q3 2024 data due to differences in the financial reporting calendar. (Source: https://www.rbc.com/investor-relations/_assets-custom/pdf/2024q4slides.pdf)

FX conversion rate: The following rate was applied for USD as of October 31, 2024: C\$1 CAD = 0.7189 USD. Conversion rate sourced from Wise.

7. Pictet Group

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied to CHF as of September 30, 2024: \$1 = CHF0.8415. Conversion rate sourced from Wise.

8. Deutsche Bank Private Bank

AUM definition: AUM include assets held on behalf of customers for investment purposes (discretionary and advisory basis) and/or assets that are managed by Deutsche Bank. (Source: <https://investor-relations.db.com/files/documents/quarterly-results/2024/FDS-Q3-2024-23102024.pdf>, p.27)

AUM data: Publicly available data. (Source: <https://investor-relations.db.com/files/documents/quarterly-results/2024/FDS-Q3-2024-23102024.pdf>, p.9)

FX conversion rate: The following rate was applied for USD as of September 30, 2024: €1 EUR = 1.117 USD. Conversion rate sourced from Wise.

9. Bank of America Private Bank

Minimum account threshold: \$5 million in combined assets at Merrill and/or Bank of America, or more than \$10 million in investable assets (including assets outside of Merrill and Bank of America). (Source: <https://newsroom.bankofamerica.com/content/newsroom/press-releases/2025/09/merrill-and-bank-of-america-private-bank-launch-new-alternative-.html>)

AUM definition: Total market value of assets under investment and/or discretionary advisory that generate asset management fees. (Source: <https://investor.bankofamerica.com/regulatory-and-other-filings/select-sec-filings/content/0000070858-25-000139/0000070858-25-000139.pdf>, p.170)

AUM data: Provided by the bank.

10. Julius Baer

AUM data: Provided by the bank. Euromoney has used 10-month 2024 data as the nearest proxy for Q3 2024, due to differing disclosure standards.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: 1 CHF = 1.188 USD. FX conversion rate is sourced from Wise.

11. BNP Paribas Wealth Management

Minimum account threshold: €5 million in liquid assets to invest. (Source: <https://wealthmanagement.bnpparibas/asia/en/about-you/wealth-management-services.html>)

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: €1 EUR = 1.117 USD. FX conversion rate is sourced from Wise.

12. LGT Private Banking

AUM definition: Client deposits, as well as the fair value of securities, loan-stock rights, precious metals and fiduciary investments placed with third-party institutions. AUM covers both assets deposited with LGT companies and assets deposited at third-party institutions for which a

discretionary mandate is held. (Source: https://vpr.hkma.gov.hk/statics/assets/doc/100305/ar_24/ar_24_eng.pdf)

AUM data: Euromoney estimate based on publicly available data for Q2 2024 and Q4 2024. LGT has not verified this figure.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: 1 CHF = 1.188 USD. FX conversion rate sourced from Wise.

13. HSBC Global Private Banking

Minimum account threshold: \$2 million at relationship level with HSBC Global Private Banking. (Source: <https://retailbank.hsbc.com.hk/wealth-growing-at-every-stage/en/home/#navAnchor>)

AUM data: Publicly available data. (Source: <https://www.hsbc.com/investors/results-and-announcements/all-reporting/3q-2024-quick-read>)

FX conversion rate: The following rate was applied to GBP as of September 30, 2024: \$1 USD = 0.7472 GBP. FX conversion rate sourced from Wise.

14. Santander Private Banking

Minimum account threshold: Clients must maintain combined balances of \$250,000 in bank deposits, including consumer and certain business deposit products and eligible investments held with Santander Investment Services. (Source: www.santanderbank.com/private-client)

AUM data: Euromoney data.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: €1 EUR = 1.117 USD. FX conversion rate sourced from Wise.

15. BMO Wealth Management

AUM data: Publicly available data. Euromoney used Q4 2024 financial reports covering the period up to October 31, 2024, for Canadian banks as the nearest proxy for Q3 2024 data due to differences in the financial reporting calendar. (Source: https://www.bmo.com/ir/archive/en/bmo_ar2024.pdf, p.22)

FX conversion rate: The following rate was applied for USD as of October 31, 2024: C\$1 CAD = 0.7189 USD. FX conversion rate is sourced from Wise.

16. Scotiabank Global Wealth Management

AUM definition: Assets managed by the bank on a discretionary basis and on which it earns investment management fees. (Source: https://www.scotiabank.com/content/dam/scotiabank/corporate/quarterly-reports/2024/q3/Q324_Shareholders_Report-EN.pdf?t=1740357919088, p.57)

AUM data: Publicly available data. Euromoney used Q4 2024 financial reports covering the period up to October 31, 2024, for Canadian banks as the nearest proxy for Q3 2024 data due to differences in the financial reporting calendar. (Source: https://www.scotiabank.com/content/dam/scotiabank/corporate/quarterly-reports/2024/q4/Q424_Quarterly_Press_Release-EN.pdf, p.3)

FX conversion rate: The following rate was applied for USD as of October 31, 2024: C\$1 CAD = 0.7189 USD. FX conversion rate sourced from Wise.

17. ABN AMRO Private Banking

Minimum account threshold: Clients should have liquid assets of at least €1 million or have at least €1 million in liquid assets within two years of opening an account. Clients also need a requirement for financing of at least €2.5 million. (Source: <https://www.abnamro.nl/en/privatebanking/about-private-banking/clients-private-banking.html>)

AUM source: Publicly available data. (Source: <https://www.abnamro.nl/en/privatebanking/about-private-banking/clients-private-banking.html,p.12>)

FX conversion rate: The following rate was applied to USD as of September 30, 2024: €1 EUR = 1.117 USD. FX conversion rate sourced from Wise.

18. J. Safra Sarasin

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied for CHF as of September 30, 2024: \$1 USD = 0.8415 CHF. FX conversion rate sourced from Wise.

19. Lombard Odier

AUM data: Euromoney estimate based on publicly available data for Q2 2024 and 4Q 2024. The bank has not verified this figure.

FX conversion rate: The following rate was applied to USD as of September 30, 2024: 1 CHF = 1.188 USD. FX conversion rate sourced from Wise.

20. Indosuez Wealth Management

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: €1 EUR = 1.117 USD. FX conversion rate sourced from Wise.

21. DBS Private Bank

Minimum account threshold: At least S\$5 million (\$3.9 million) in assets with the bank. (Source: <https://www.dbs.com.sg/private-banking/privileges/private-access>)

AUM data: Euromoney data.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: \$1 SGD = 0.7809 USD. FX conversion rate sourced from Wise.

22. Edmond de Rothschild

AUM definition: Investments in funds managed by the bank, assets held under discretionary management mandates and other assets held for investment purposes. (Source: <https://www.edmond-de-rothschild.com/media/ya3fca03/edr-suisse-annual-report-2023-en.pdf>)

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied for CHF as of September 30, 2024: \$1 USD = 0.8415 CHF. FX conversion rate sourced from Wise.

23. EFG International

AUM data: Euromoney estimate based on publicly available data for Q2 2024 and 4Q 2024. The bank has not verified this figure.

FX conversion rate: The following rate was applied to USD as of September 30, 2024: 1 CHF = 1.188 USD. FX conversion rate sourced from Wise.

24. Union Bancaire Privée

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied to CHF as of September 30, 2024: \$1 USD = 0.8415 CHF. FX conversion rate sourced from Wise.

25. Societe Generale Private Banking

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied to USD as of September 30, 2024: €1 EUR = 1.117 USD. FX conversion rate sourced from Wise.

26. CaixaBank Private Banking

Minimum account threshold: Individuals with assets of €1 million and more with the bank. (Source: Euromoney data)

AUM data: Euromoney data.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: €1 EUR = 1.117 USD. FX conversion rate sourced from Wise.

27. Itaú Private Bank

Minimum account threshold: Clients with approximately \$3 million or more placed with the bank. (Source: Euromoney data)

AUM data: Euromoney data.

FX conversion rate: The following rate was applied for BRL as of September 30, 2024: \$1 USD = 5.434 BRL. FX conversion rate is sourced from Wise.

28. BBVA Private Banking

Minimum account threshold: Individuals with net worth of more than €2 million. (Source: Publicly available information)

AUM data: Euromoney data.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: €1 EUR = 1.117 USD. FX conversion rate sourced from Wise.

29. Bank of Singapore

Minimum account threshold: Clients with more than \$5 million in investable assets. (Source: <https://www.bankofsingapore.com/contact-us-form.html>)

AUM data: Provided by bank and publicly available data.

FX conversion rate: The following rate was applied for SGD as of September 30, 2024: \$1 USD = 1.281 SGD. FX conversion rate sourced from Wise.

30. Barclays Private Bank

Minimum account threshold: £3 million in invested assets with the bank. (Source: Publicly available information)

AUM data: Provided by the bank.

FX conversion rate: The following rate was applied for USD as of September 30, 2024: £1 GBP = 1.338 USD. FX conversion rate sourced from Wise.