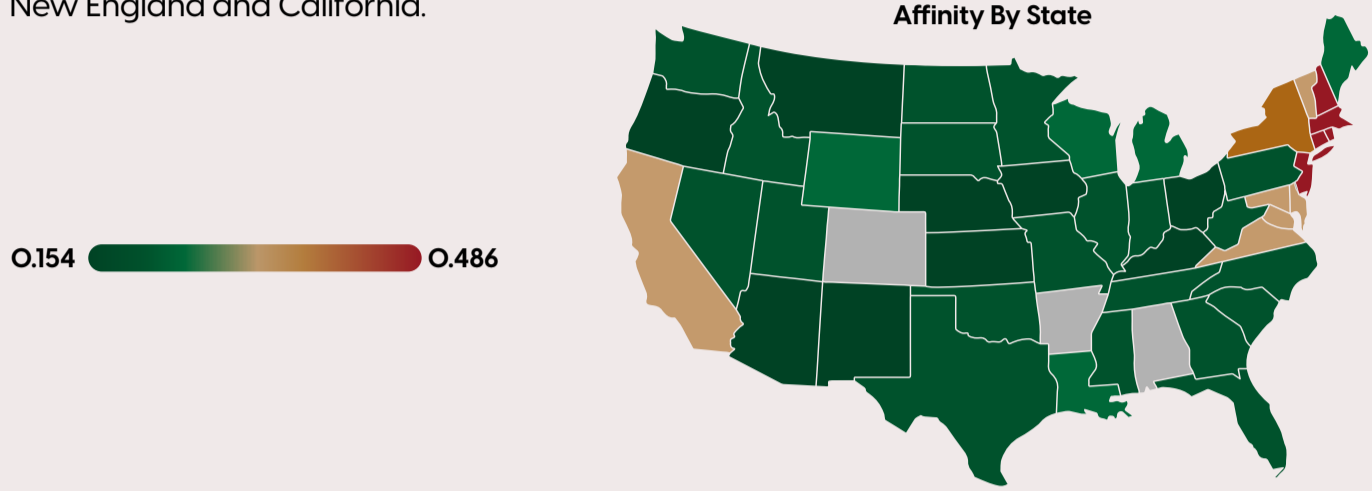


Private Banking Skydeo Audience Report

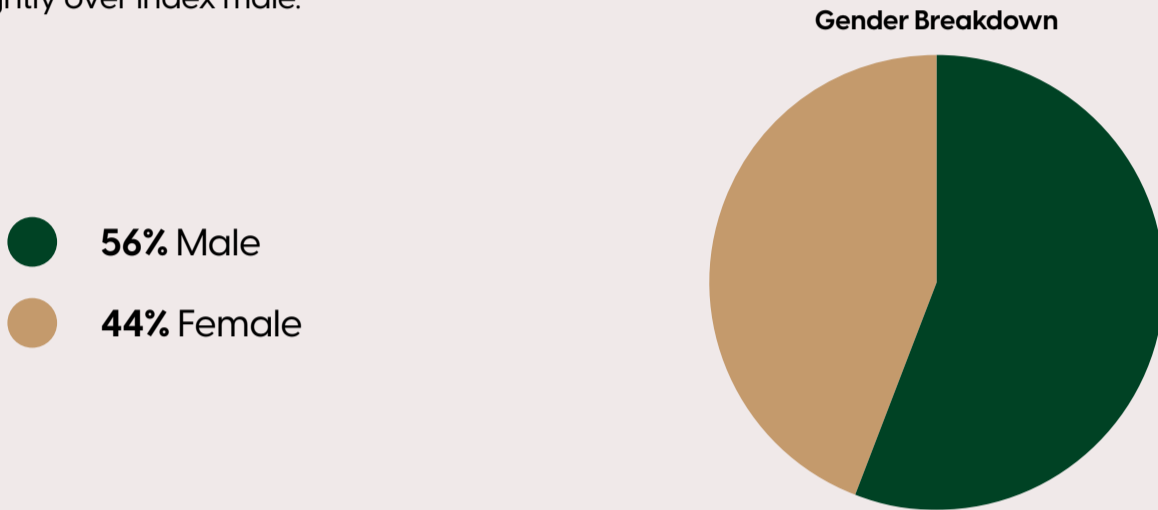
The Private Banking Consumer is a connoisseur of life's finest offerings, with interests as diverse as their investment portfolios. From sports and sailing to technology and home decor, their lifestyle is defined by luxury and quality. They stay informed on current affairs, prioritize health and fitness, and appreciate art and beauty. Every choice they make reflects their high standards and pursuit of excellence.



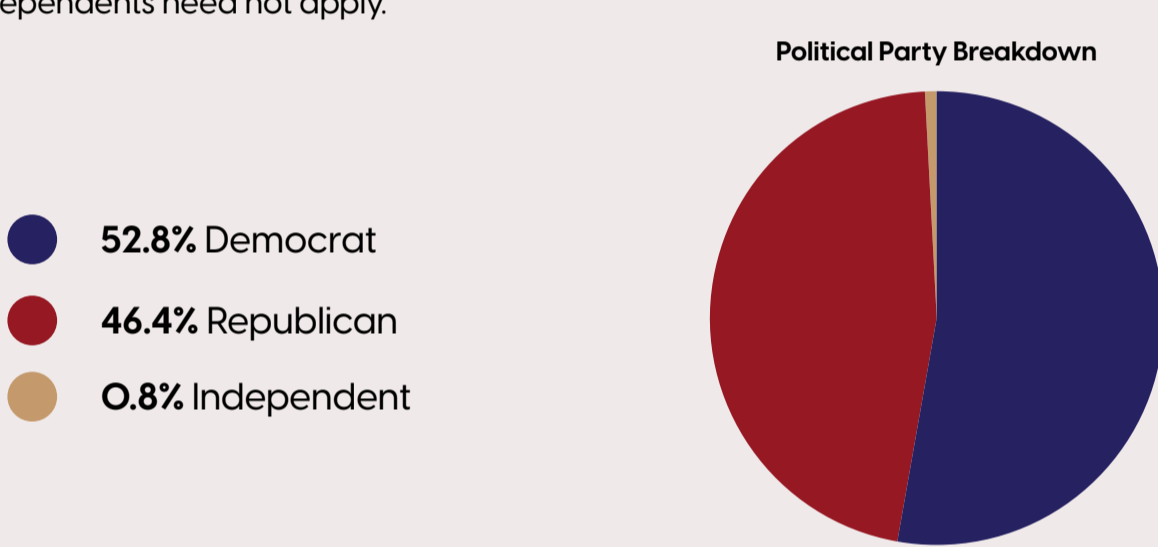
The coastal elites, over indexing in New England and California.



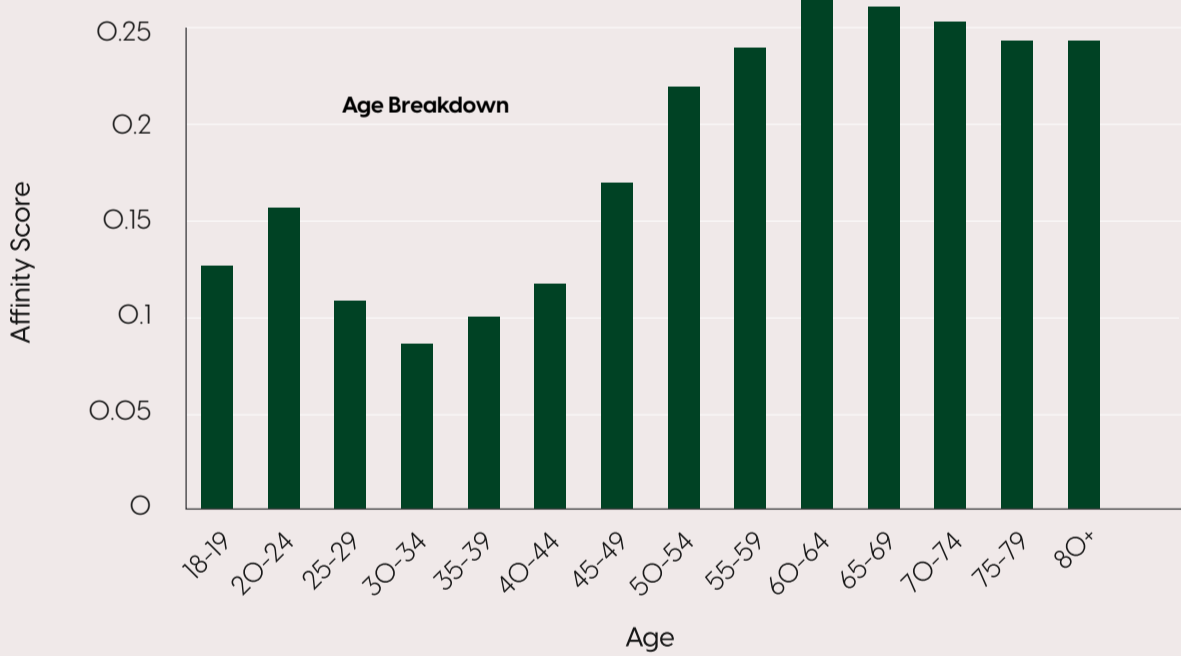
Slightly over index male.



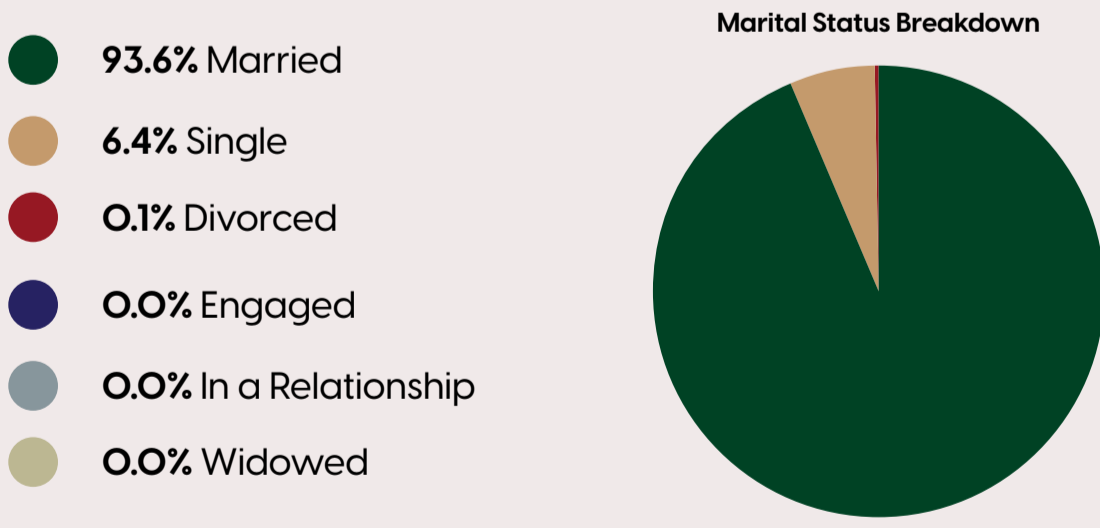
Independents need not apply.



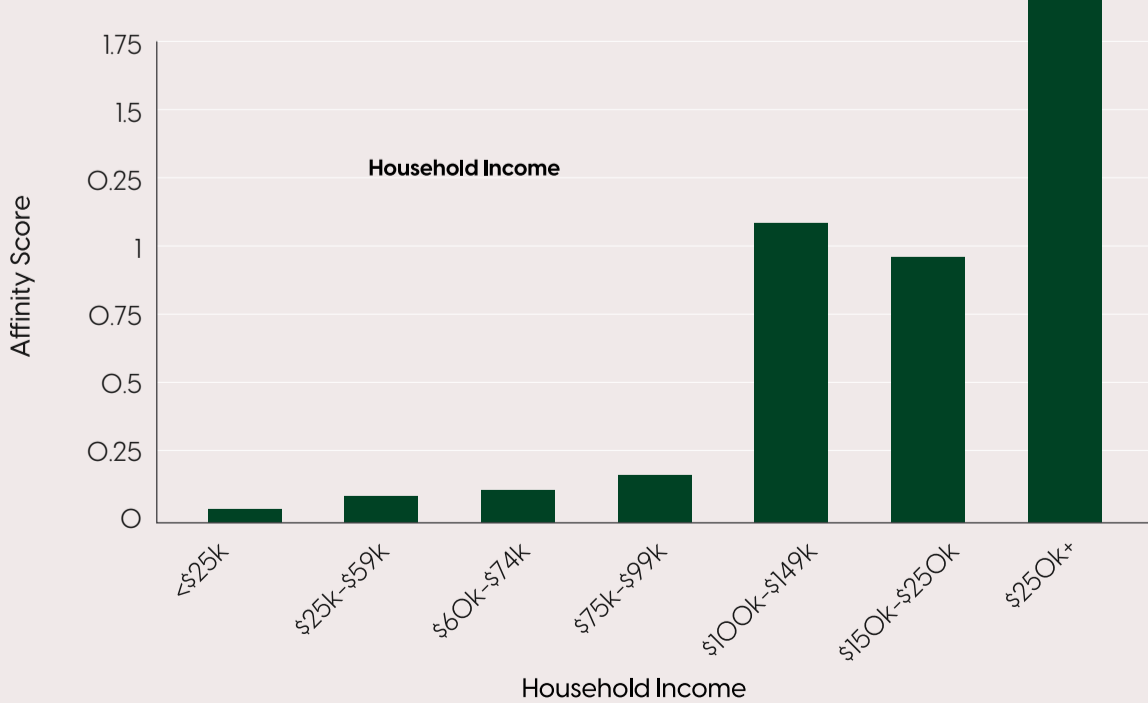
50+ is the magic number and living longer into their 70's and 80's.



Almost all married.



With money to spend.



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