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## AMP LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** AMP Limited

**Company Sector :** Banking and Financial Services

**Operating Geography :** Sydney, Australia, Global

**About the Company :**

AMP Limited is a financial services company located in Australia which deals in wealth management and protection, financial planning and advisory, investment management, banking, superannuation, property and allied services and solutions. It commands leading market position in the Australian wealth management market. AMP has seen a lot of international activity with respect to mergers-demergers, acquisitions, investments and disinvestments in companies across the globe. It has a diverse portfolio of products which helps in reducing the volatility of its revenue to some extent. However, recent restructuring of costs has also led to a short term hit on the bottom line of the company. On April 28, 2022, AMP Limited announced that it had reached an agreement with DigitalBridge Investment Holdco, LLC, a wholly-owned subsidiary of DigitalBridge Group, Inc. (DigitalBridge), to sell Collimate Capital's international infrastructure equity business for an upfront consideration of A\$462 million and a total value of up to A\$699 million.

The USP of AMP Limited lies in it being maintaining a leading market position in the Australian wealth management market. AMP's mission statement reads, "We seek to provide whole-of-wealth services to Australians, taking a holistic view of a client's needs at every stage of their life, and providing best of breed financial solutions".

**Revenue :**

A\$2,241 million – FY ending 31st December 2021

A\$2,331 million – FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for AMP Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong competitive position due to presence of diversified products and services</li> <li>2.First mover advantage in the Chinese Pension Funds Market</li> <li>3.Leveraging its financial advisor network to gain business in other segments and reduce costs</li> <li>4.Improving financials and capital position</li> <li>5.Focused on technology upgradation and digitization</li> </ul>	<ul style="list-style-type: none"> <li>1.Lack of investor confidence</li> <li>2.Allegations of corporate and financial misconduct</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Driving business in emerging markets</li> <li>2.Scope of further expansion in the Chinese markets</li> <li>3.Benefitting from growing pool of superannuation and fund management assets</li> </ul>	<ul style="list-style-type: none"> <li>1.Increase in competition and possible loss in market share</li> <li>2.Unfavorable demographic trends and integration and restructuring losses</li> <li>3.Challenges across diverse regulatory environments</li> <li>4.Increasing threats from cyber security and data breaches</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for AMP Limited is given below:

Political	Economical
1.Likelihood of a tax increase in near future 2.High probability of change in government in the next elections	1.Reduction in employment growth and household income growth 2.Credit quality, credit loss provisions due to impact of pandemic
Social	Technological
1.Slowing growth in population under the working age will raise concerns	1.Digital transformation, investments in cloud and social network to build communities and grow business 2.Fintech partnerships to drive growth
Legal	Environmental
1.Benefits from the passing of Insurance Contracts Amendment Bill 2013 2.Regular engagement with regulators and legislators	1.Stakeholder engagement related to sustainability and ESG 2.ESG and Responsible Investment Philosophy 3.Green Star Designs for a sustainable future

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