

---

# S&P TEST

SWOT & PESTLE.com

---

## AMP LIMITED SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**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:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Likelihood of a tax increase in near future</li> <li>2.High probability of change in government in the next elections</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Reduction in employment growth and household income growth</li> <li>2.Credit quality, credit loss provisions due to impact of pandemic</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Slowing growth in population under the working age will raise concerns</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Digital transformation, investments in cloud and social network to build communities and grow business</li> <li>2.Fintech partnerships to drive growth</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Benefits from the passing of Insurance Contracts Amendment Bill 2013</li> <li>2.Regular engagement with regulators and legislators</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Stakeholder engagement related to sustainability and ESG</li> <li>2.ESG and Responsible Investment Philosophy</li> <li>3.Green Star Designs for a sustainable future</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **AMP Limited** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)