

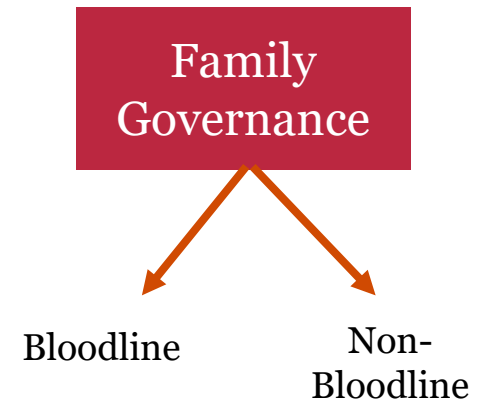
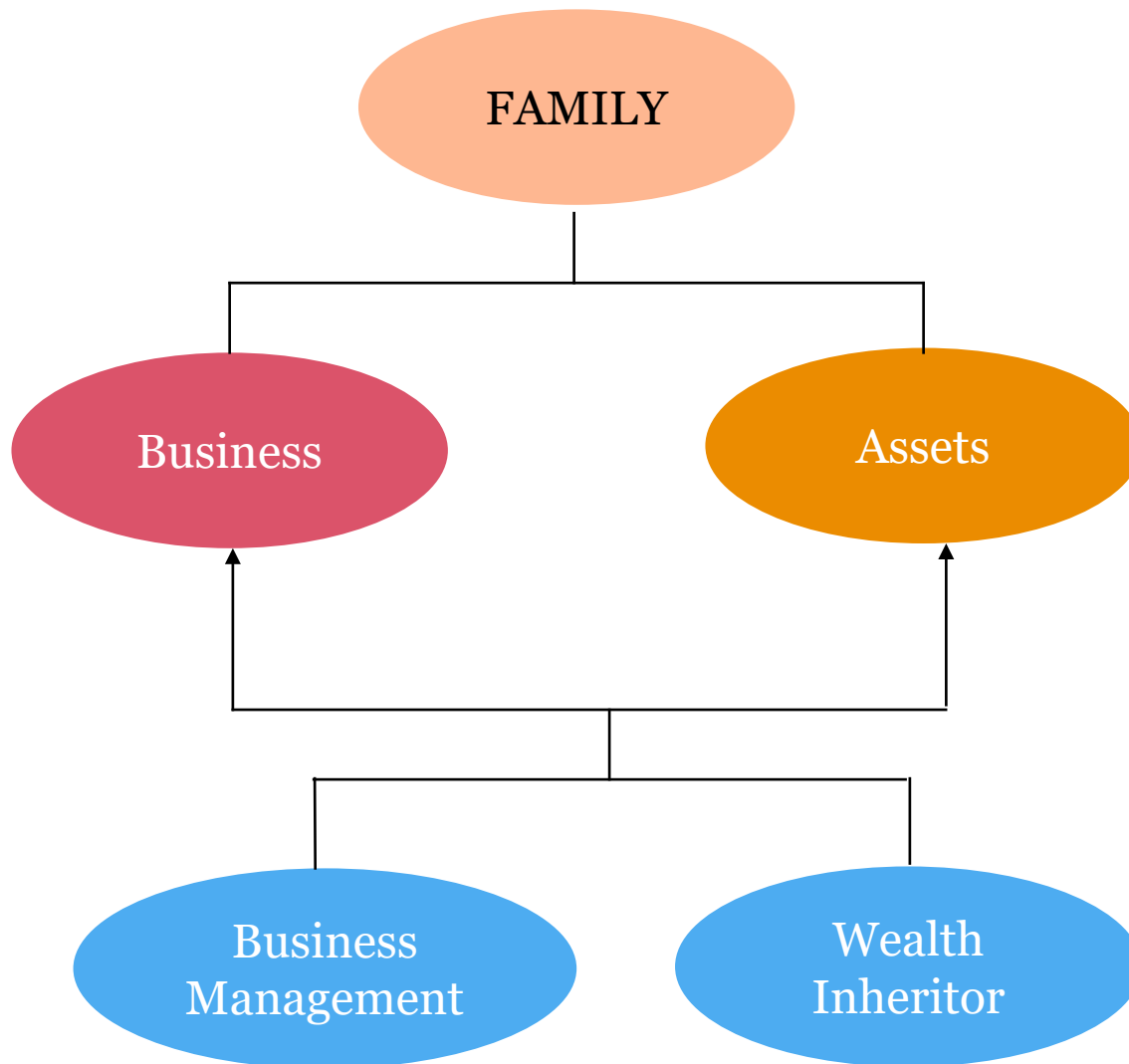
# Family Business Succession Planning

16 August 2021

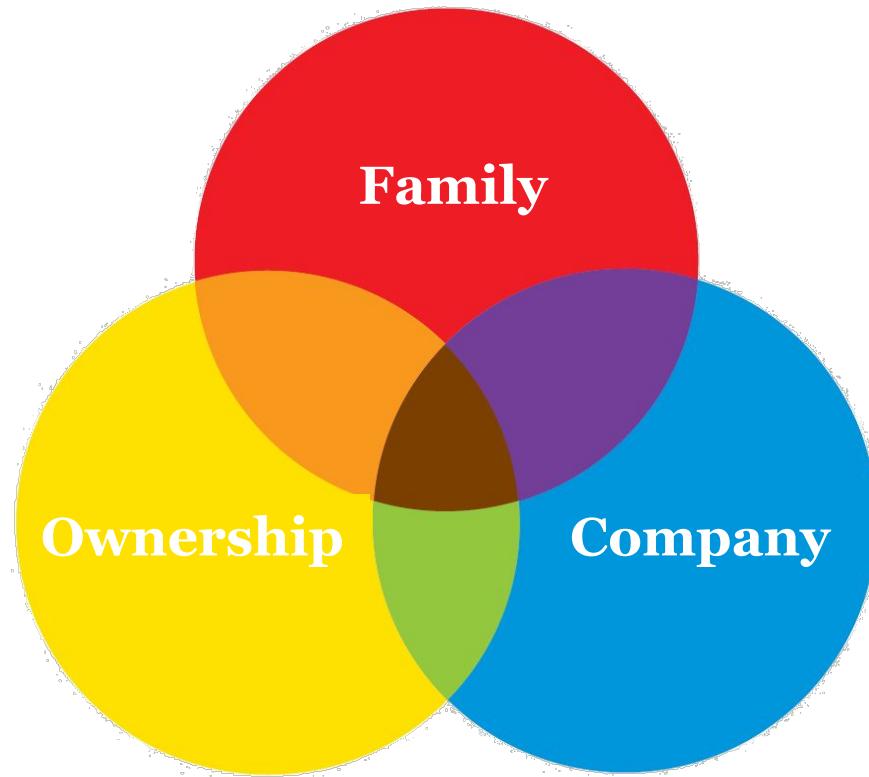
**John CW Wong**  
Partner  
China Family Business and  
Private Client Services Leader  
PricewaterhouseCoopers Limited  
Email: [john.cw.wong@hk.pwc.com](mailto:john.cw.wong@hk.pwc.com)



# Dynamics of Family Wealth



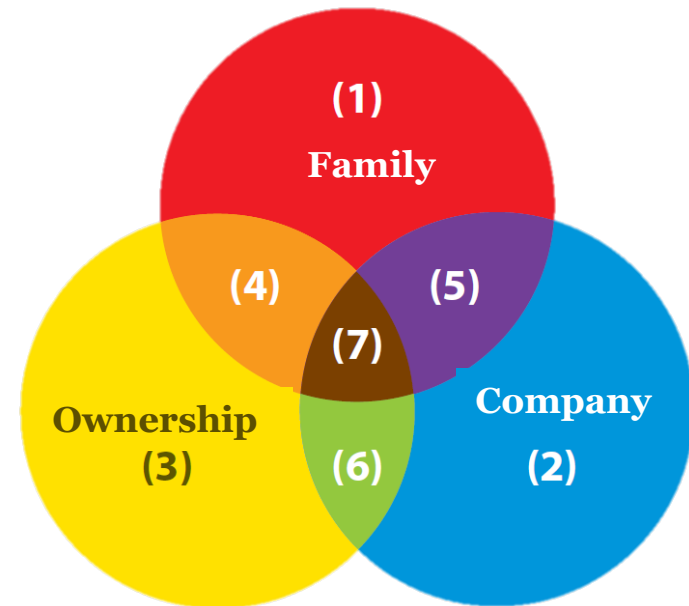
# Family business – Three Circle Model



# Defining my role...

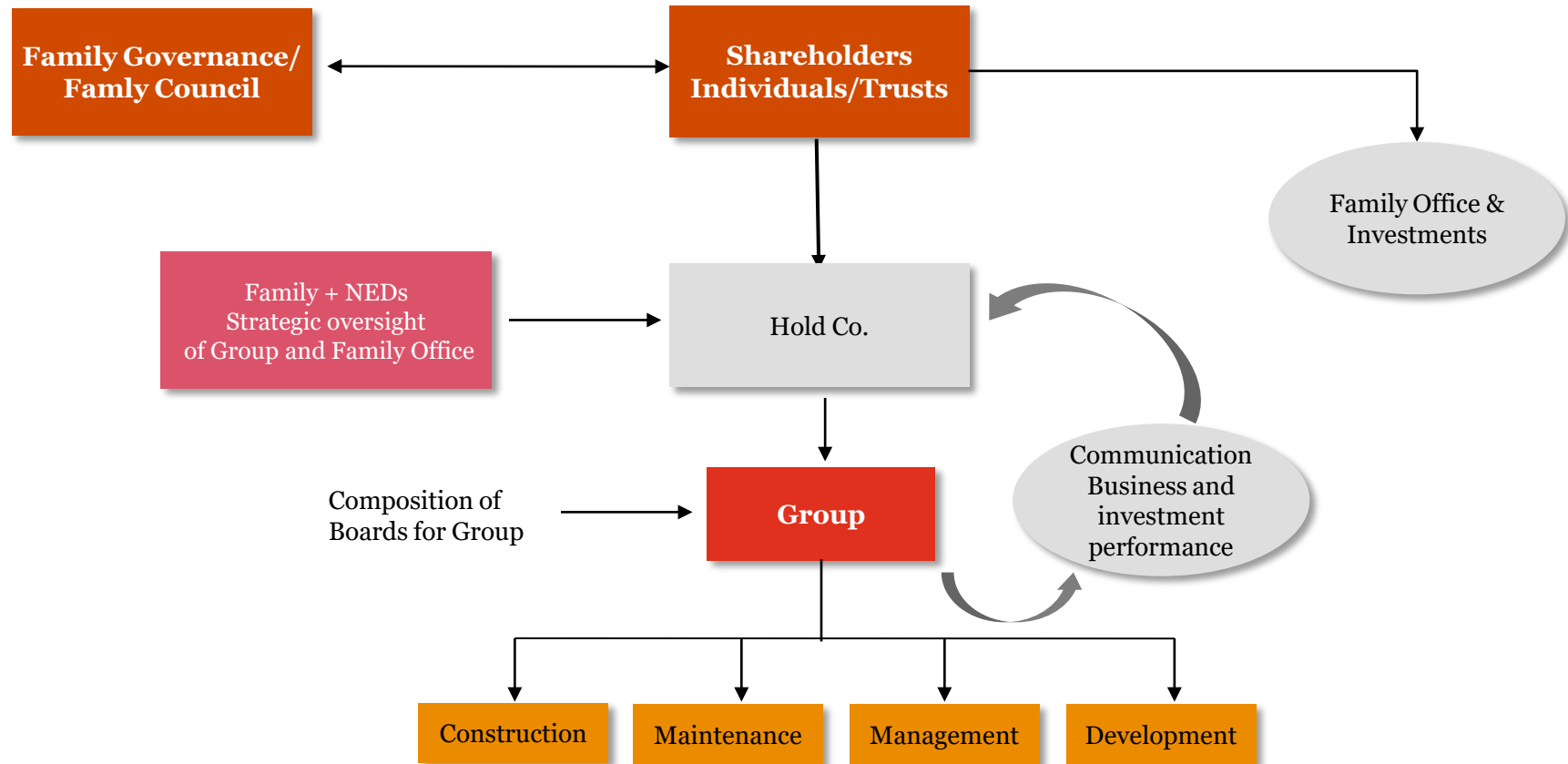
## The 7 roles within a family business

- Family member (1)**
- Associate/manager (2)**
- External shareholder (3)**
- Family shareholder (4)**
- Active family member (without shares) (5)**
- Active external shareholder (6)**
- Active family shareholder (7)**



# *Putting it into context, what might it look like?*

How could the business, family, shareholders and the Family Office fit together? (example)



# Thank you

[pwc.com](https://pwc.com)

© 2021 PwC. All rights reserved. Not for further distribution without the permission of PwC. "PwC" refers to the network of member firms of PricewaterhouseCoopers International Limited (PwCIL), or, as the context requires, individual member firms of the PwC network. Each member firm is a separate legal entity and does not act as agent of PwCIL or any other member firm. PwCIL does not provide any services to clients. PwCIL is not responsible or liable for the acts or omissions of any of its member firms nor can it control the exercise of their professional judgment or bind them in any way. No member firm is responsible or liable for the acts or omissions of any other member firm nor can it control the exercise of another member firm's professional judgment or bind another member firm or PwCIL in any way.