

**PYRMONT**  
WEALTH MANAGEMENT

# Private Placement Life Insurance (PPLI)

# About PPLI

Private Placement Life Insurance (PPLI) is an insurance policy that is customisable to hold standard assets (cash, equities, and bonds) and non-standard assets (real estate, aircraft, yacht, art collections, and digital assets) in a tax-efficient and secure environment.

It has evolved to become a global solution primarily for tax and estate planning.

PPLI also offers high levels of privacy and discretion, making it an attractive wealth planning mechanism favoured by Ultra High Net Worth Individuals.



# How does it work?

1. The insurance company issues a private policy.
2. The client states the 'insured person' and 'beneficiaries'
3. A company or trustee can also be set up to act as the policyholder, which gives the client control over the assets deployed.
4. Next, the client transfers legal ownership of the assets they wish to be held in the policy to the insurance company

## The advantages.

PPLI policies offer a range of advantages for Ultra High Net Worth Individuals, mainly in the form of privacy, control and tax efficiencies. Moreover, they are more robust and flexible than other traditional structures.





# Privacy

As the legal ownership of the assets is now the insurance company, it removes the client's identity from the ownership of those assets. The nominated beneficiaries are not disclosed unlike the wills.

# Control

Despite the legal owner change, the client in the capacity as an insured person can influence and control what happens to the underlying assets in the policy.

If there is a company structure involved, voting rights can be delegated by the insurance company.

# Reporting

PPLI resolves the rules around substance and is CRS and FATCA friendly.

# Tax Efficiency

PPLI offers several advantages in terms of tax deferral, and tax on growth such as capital gains, dividends, and income. These policies are recognized globally and can benefit from double tax treaties (DTAs), mitigate forced heirships, and are IRS compliant.

Similarly, life insurance policies have special tax treatment for underlying assets held, typically tax-exempt or taxable at discounted rates, allowing for tax-efficient operation and growth.

This planning is not suitable for everyone, and dedicated financial advice must be taken. At Pymont, we help and assist clients navigate the right strategy by providing bespoke solutions from a global array of providers.



# Discover more with us

From advisory to execution and everything in between - we ensure our clients receive outstanding service and consistent, quality advice that is bespoke to them, in collaboration with the truster professional partners. We have seen that life finds meaning beyond wealth.

Whether it is the legacy of your family, your business, or both, we focus on understanding risk, listening to your goals, and never losing sight of what truly matters - the value we can bring by delivering solutions.

As we all strive for the best, let us enable your best.

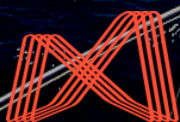
Welcome to us.

**Takeru Miyawaki**

**Pyrmont Wealth Management Limited**



# Our Office



**PYRMONT**  
WEALTH MANAGEMENT

HONG KONG (Headquarter)

Rm 1211, 15/F Soundwill Plaza II - Midtown, 1-29 Tang Lung Street,  
Causeway Bay, Hong Kong