2025 Key Achievements

Growing and supporting the CFP professional community

The global CFP professional community reached

236,300 across 29 territories

representing 2.5% year-over-year growth.

Interest in CFP certification remained strong, with more than **32,500 candidates** sitting for CFP certification exams worldwide.

The profession continued to attract emerging talent in 2025:

62.1%
of new or returning CFP professionals were under 40

37.9%
of those new or returning CFP professionals were female

FPSB hosted a global webinar series,
How to Build Your Career as a Young Financial Planner

attracting more than **1,750** registrants from **43** territories

and supporting the next generation of CFP professionals.

Leading global insights on the impact of AI on financial planning

FPSB published findings from its ***Impact of AI on Financial Planning*** global research, based on a survey of

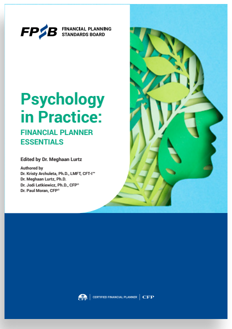
6,200 financial planners
across
24 territories

The AI research generated strong visibility across news coverage **reaching an estimated global audience of**

11.2 million people

Driving excellence through standards and education

FPSB's **updated global standards** took effect on 1 January 2025, **driving excellence in the practice of financial planning worldwide**.



FPSB **expanded resources to support professional development**, including the rollout of **Psychology in Practice** content.

Advanced efforts to **support consistent, future-ready credentialing** through **ongoing discussion** of ***FPSB's Credentialing Framework***.

Strengthening the profession through collaboration, leadership and advocacy

FPSB convened **more than 80 leaders** championing the financial planning profession at the **FPSB 2025 Global Meeting in Chicago**.

FPSB leadership completed

34 engagements with leaders and CFP professionals across

19 territories to strengthen connections in our profession

FPSB and its network **advanced financial planning advocacy and engagement with global regulators**, including IOSCO, to represent the global voice of the profession.

Raising public awareness and financial education

World Financial Planning Day was celebrated in **22 territories**, with an estimated **global reach of 231 million people**, supported by **400+ media articles** and **1.1 million social media impressions**.

FPSB's network supported **Global Money Week** to **strengthen young people's financial capability** and **understanding of financial planning**.

FPSB provided **locally adaptable campaign toolkits** and resources to help its network of organizations deliver **consistent and impactful public outreach**.