

Rakuten Trade Disrupts Online Trading Market with 3-Partner Loyalty System *Leveraging on FC Barcelona Collaboration*

KUALA LUMPUR, 4 September 2017: - Rakuten Trade Sdn Bhd¹ (“Rakuten Trade”) today officially launched its unique rewards programme with three local leading loyalty providers - AirAsia BIG, B Infinite by Berjaya Group and BonusLink. The three affiliate partners joined together under one robust ecosystem by Rakuten Trade in a bid to raise the bar in the online equity trading market which is more accustomed to single partner programmes.

With three of the country’s most prolific affiliate partners on board, Rakuten Trade’s rewards ecosystem intends to cater to retail investors by appealing to their digitally-savvy nature and diverse tastes by providing a wide range of reward choices.

In line with the eco system’s official launch, the FC Barcelona GOAL Campaign was also announced whereby all Rakuten Trade clients will earn double Rakuten Trade Points (RT Points) on successful trades whenever FC Barcelona wins a match in the 2017/18 UEFA Champions League and 2017/18 La Liga. This campaign will be hosted as part of the newly formed partnership between FC Barcelona and Rakuten, Inc. The FC Barcelona Goal Campaign begins 5 September 2017.

Mr Kaoru Arai, Managing Director of Rakuten Trade, said, “As the first fully online trading platform, we must continue to enhance our product servicing by differentiating ourselves from current industry standards. Redefining the equity broking industry is important to us as a Fintech company. Emulating a similar rewards model currently employed by Rakuten, Inc, we are pleased to be officially launching a first-of-its-kind three-partner rewards ecosystem. The new ecosystem provides us with an ideal way to not just attract retail investors who may have never traded before but to also continue to impress and entice existing traders. We look forward to building this three-way partnership into something very special and long lasting.”



1 Rakuten Trade Point = 1 Partner Point

You can also earn points from the below:

Open an Account	1,000 points
Refer a Friend	500 points
Transfer Shares	100 points per counter
Every RM2 brokerage fee	1 point

The Rakuten Trade rewards ecosystem incentivises retail investors for executing trades via their online trading platform. Investors will automatically get rewarded with RT Points when signing up as a new client, trading, transferring in shares, and through a referral system. RT

¹ Formerly Known as EB Global JV Sdn Bhd.

Points earned can then be converted into AirAsia BIG, B Infinite and/or BonusLink points of the same value.

Ms Kathleen Leong, Head of Commercial (Singapore & Malaysia), AirAsia BIG Loyalty Programme, said, "This partnership is a win-win-win for the broker, affiliate and investor. By tying up with Rakuten Trade, we are expanding our system and exposing new customers to other means of earning and redeeming AirAsia BIG points. The affiliation comes at an opportune time as we have also just recently launched the AirAsia *Freedom Flyer* programme that pledges to open up a world of rewards, recognition, and privileges previously enjoyed by a select few in similar programmes, to as many people as possible."

BLoyalty Sdn Bhd, Director of Retail & Innovations, Ms Yau Su Peng, said "As B Infinite progresses in its transformation from the physical world to the realm of mobile, it is imperative that it prepares for the growing preference amongst consumers for digital-based channels. We are therefore pleased to collaborate with Rakuten Trade, the country's first completely online equity broker, in its launch of the country's first rewards eco-system for investors. B Infinite is constantly open to win-win partnerships that will benefit our members and believe that this collaboration with Rakuten Trade will well serve their lifestyle needs. Congratulations Rakuten Trade, and a warm welcome to the B Infinite family!"

BonusKad Loyalty Sdn Bhd General Manager Mr Victor Goon added, "As Malaysia's first premier consumer rewards programme, we view the partnership with Rakuten Trade as an avenue to elevate our brand to another level. With this savvy new trading platform that is already making waves in the market, there are now more ways to collect BonusLink points."

Rakuten Trade is a 50:50 joint venture company between Kenanga Investment Bank Berhad and Japan-based Rakuten Securities, Inc.



For more information on Rakuten Trade's Rewards Ecosystem, visit www.rakutenrade.my or download iSPEED.my app from the Google Play Store or Apps Store.

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About Rakuten Trade Sdn Bhd

Malaysia's first completely online equities broker, Rakuten Trade Sdn Bhd (Formerly Known As EB Global JV Sdn Bhd) is the result of a joint venture between Malaysia's Kenanga Investment Bank Berhad and Japan's Rakuten Securities, Inc. Rakuten Trade extends its trading services including the app - iSPEED.my - the localized version of Japan's leading mobile app developed by Rakuten Securities, Inc. Its web and mobile based trading services offer a 360° trading experience from account opening, execution, settlement of trade, research and trading ideas as well as rewards and financial knowledge. The all-in-one seamless platform enables investors to execute their own trading ideas end-to-end. Rakuten Trade holds a restricted Capital Markets Services License ("CMSL") by the Securities Commission Malaysia to deal in listed securities and provide investment advice.

This Press Release was issued by Rakuten Trade Sdn Bhd's PR Department. For more information, please contact:

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