

PRESS RELEASE

Rakuten Trade's RakuMargin Platform Receives Growing Interest from Seasoned Investors

Millennial Investor Wins Grand Prize Courtesy of ANA (All Nippon Airways)

KUALA LUMPUR, 9 July 2020: Early this year, Rakuten Trade Sdn Bhd (Rakuten Trade) launched the country's first automated third-party margin facility – RakuMargin. It has since become increasingly appealing to more experienced traders as it requires zero face to face interaction.

In less than four months, more than 2,000 RakuMargin accounts were activated contributing to more than RM100 million in trading value on Bursa Malaysia. About 53% of the total activated accounts were from existing clients affirming their continued confidence in a fully digital equity trading platform.

Mr Kazumasa Mise, acting CEO and Chief Marketing Officer of Rakuten Trade, said, "Rakuten Trade launched RakuMargin on 10 March and we were heartened by the high interest coming from experienced traders. In the first two weeks of the launch, more than 300 RakuMargin accounts were activated which recorded a subsequent trading value of almost RM2million.

"Technology is a necessary key driver for Rakuten Trade and the market as a whole. Being a FinTech company, the business has been able to grow at an unprecedented rate these last few months yet maintained its agility levels in handling the changing customer demands. More recently we accelerated a more aggressive system upgrade plan, ahead of schedule. This is to better cater to our fast-growing investor base that we anticipate will double in size in the next few years.

"By expanding our range, we continue to cater to an ever-widening segment of digital savvy investors who are keen to leverage their tech capabilities while benefitting from low brokerage fees and a seamless digital platform," added Mr Mise.

In line with the launch of RakuMargin, Rakuten Trade collaborated with All Nippon Airways (ANA) on a 'Trade RakuMargin, Fly ANA' campaign which saw experienced trader, Mr Saw Leong Yih (39) emerging as the grand prize winner of two return trip tickets to Japan. "I'm a new client of Rakuten Trade but have been trading for more than 10 years. What I found appealing with the RakuMargin platform was its digitalized features and pre-approved facility limit of RM100,000. The RakuMargin platform, allows me to trade more efficiently and more importantly at a much lower cost."

RakuMargin offers several first-in-market features making it the most innovative third-party margin financing platform to-date. It combines a completely online sign up process, digital signature capabilities with an automated facility limit approval of up to RM100,000 and Rakuten Trade's signature low brokerage fees ranging from RM 7 to RM100.



Rakuten Trade currently offers three trading platforms - Cash Upfront, Contra and RakuMargin as well as a multi award winning rewards eco system. For more information, please visit <https://www.rakutentrade.my> or download iSPEED.my app.

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About Rakuten Trade Sdn Bhd ("Rakuten Trade")

Rakuten Trade (楽天トレード) is the result of a joint venture between Malaysia's leading independent investment bank Kenanga Investment Bank Berhad and Japan's Rakuten Securities, Inc. part of Rakuten Group ("Rakuten"),

Rakuten Trade

a global innovation leader. The Rakuten Group empowers society, while providing convenience to customers around the world with easy-to-use and innovative services. Named FinTech Company of the Year 2018, Rakuten Trade created waves in the investment banking industry on 19th May 2017 when it was officially launched as the country's first digital equity broker in Malaysia. Their FinTech platform gives investors the opportunity to have a completely online equity broking experience from account opening, live market feeds, execution and settlement of trades, research reports as well as rewards. Rakuten Trade is also the first equity trading broker to launch its own rewards eco system that collaborates with three of the country's top loyalty partners - AirAsia BIG, B Infinite and BonusLink. Clients receive Rakuten Trade points whenever they engage with Rakuten Trade from opening an account, trading to referring their friends and family. Rakuten Trade holds a restricted Capital Markets Services License ("CMSL") by the Securities Commission Malaysia to deal in listed securities and provide investment advice.