

Rakuten Trade Turns to Black in Less Than Three Years

Targets 100,000 activated trading accounts by year-end.

KUALA LUMPUR, 13 May 2020: Rakuten Trade Sdn Bhd (Rakuten Trade) has marked a major milestone by turning to black ahead of its third anniversary.

Rakuten Trade attributes this to activating almost 85,000 trading accounts and handling more than RM12.5 billion in total trading value on Bursa Malaysia since business day one. As of 30 April 2020, Rakuten Trade's retail market share was more than 5% while the clients' assets under trust had exceeded RM1 billion.

Positive on the growth prospects of the company as it enters its fourth year of business, Mr Kaoru Arai, Managing Director of Rakuten Trade, said, "Innovation and our FinTech framework has been pivotal for the company turning a profit in April 2020. It is, though, a balancing act of being cost-effective, flexible and keeping our client's experiences at the core of everything that we do. In less than three years, we surpassed our internal targets and continue to appeal to the rising number of technology savvy investors in Malaysia. These investors prefer a convenient, zero contact, and easy to use mode of investing," added Arai.

Leveraging on its 'zero contact' platform to increase retail participation on Bursa Malaysia, Rakuten Trade expects to reach 100,000 active accounts by the end of 2020.

Early this year, 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.

Rakuten Trade currently offers three trading platforms - Cash Upfront, Contra and RakuMargin (3rd party margin trading), as well as a multi award winning rewards eco system.



For more information, please visit www.rakutenrade.my or download iSPEED.my app via Google Play Store or Apps Store.

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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"), 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.