

# Rakuten Trade Activates 11,000 Accounts In March

**KUALA LUMPUR, 8 April 2020:** At a time when the stock markets are being impacted by the global Covid-19 crisis, Rakuten Trade Sdn Bhd (Rakuten Trade) continues to meet the needs of investors. Rakuten Trade, the country's first and only fully digital equities broker, reported a surge in account openings during the Movement Control Order (MCO) period. **More than 11,000 new accounts** were activated (+100% month-on-month); of which more than 64% were during the first phase of the MCO period alone.

Mr Kaoru Arai, Managing Director, Rakuten Trade, said, "We attribute the high volume of appeal to many now working from home and other brokers still requiring some form of face-to-face contact. In view of this, we see many investors opting for a 'zero contact' equities trading platform like Rakuten Trade. The easy to use, non-face-to-face trading platform, and seamless account activation process that comes with using a digital platform like ours have become key benefits to enabling investors to trade in equities. Seamless, real-time trading coupled with affordability and greater control are an attractive package."

In tandem with the surge in account activations, Rakuten Trade also recorded a **20% increase in trading value** in March 2020, month-on-month.

"Increased market participation bodes well for the equities market as it will contribute towards market liquidity and resilience. Investors see the current equities market climate as an opportunity to "bottom fish" in fundamentally strong small to mid-cap stocks that have dropped in price but will eventually rise again. They are in for the long run and understand the importance of holding these investments in the current climate," said Mr Arai.

Expanding its digital services to cater to more experienced traders, Rakuten Trade recently launched its third product – **RakuMargin**. RakuMargin offers an automated facility limit approval of up to RM100,000 and carries the same low brokerage fees as its Cash Upfront and Contra Accounts.

More recently, Rakuten Trade launched **HIVE**, an effort to generate investment and trading ideas for clients from KIBB and Rakuten Trade's Research and algorithm teams. Using Telegram, HIVE provides avid investors with consensus trading signals, stock picks, counter performance and where applicable "Take Profit" suggestions.

Rakuten Trade will continue to introduce new innovative products and services to its platform. As at 31 March 2020, it generated close to **RM11 billion in trading value** on Bursa Malaysia and activated almost 70,000 trading accounts in less than three years, further testament to Rakuten Trade's appeal factor in attracting a new generation of investors who are inclined to trading completely online.



For more information on Rakuten Trade, please visit [www.rakutentrade.my](http://www.rakutentrade.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.