

Rakuten Trade Receives Award From Securities Commission Malaysia For Investor Education Efforts



Figure 1: RAKUTEN TRADE RECEIVES AWARD FROM SECURITIES COMMISSION MALAYSIA: (From Left) Datuk Syed Zaid Albar – Chairman, Securities Commission Malaysia; YB Datuk Seri Saifuddin Nasution bin Ismail, Minister of Domestic Trade and Consumer Affairs; Kaoru Arai – Managing Director, Rakuten Trade.

KUALA LUMPUR, 21 October 2019 – Rakuten Trade Sdn Bhd’s (“Rakuten Trade”) contribution to financial literacy relating to digital equities trading was recently recognised by Securities Commission Malaysia (“SC”) at its annual investor education flagship event, InvestSmart Fest 2019 (“ISF 2019”).

Rakuten Trade was the recipient of the Digitalizing Services for Retail Participation Award for its efforts in providing retail investors with an easy-to-use digital equities trading platform from account opening, execution, settlement of trade, research and trading ideas as well as rewards and financial knowledge. The platform has spurred a keen interest among many first-time investors to start trading shares.

The only fully digital equities broker in Malaysia, Rakuten Trade was among three companies to receive accolades from SC for their role in educating retail investors and enhancing investment growth.

Mr Kaoru Arai, Managing Director of Rakuten Trade, said, “It is such an honour to be recognised by the SC for our efforts as a relatively young FinTech company. The award is testament to the fact that younger Malaysian retail investors are open to digital equity trading that is simplified and convenient.”

Since its launch in 2017, Rakuten Trade has been disrupting the way investors buy and sell shares on Bursa Malaysia. To-date, it has generated more than RM6 billion in trading value in Bursa Malaysia, activating more than 40,000 clients of which more than 70% have had less than 3 years trading experience. It also has an in-house Research Team, that releases concise research reports daily, to cater to its clients’ needs.

ISF 2019 was launched by YB Datuk Seri Saifuddin Nasution bin Ismail, Minister of Domestic Trade and Consumer Affairs. Themed ‘Invest Smart-Bijak Labur’, ISF 2019 saw capital market institutions, associations, industry players and relevant agencies assemble at

Rakuten Trade

the Mid Valley Exhibition Centre from October 18 to 20 to heighten awareness on investment opportunities available in the Malaysian capital market.



For more information on Rakuten Trade, please visit 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.

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