

## PRESS RELEASE

# Rakuten Trade Activates More than 32,500 Accounts in 2 Years *Almost RM5 Billion in Trading Value Recorded*

**KUALA LUMPUR, 21 May 2019** – Rakuten Trade Sdn Bhd (Rakuten Trade) is positive about ongoing growth prospects for the company as it enters its third year with almost RM5 billion generated in trading value and more than 32,500 accounts to-date since it first opened its doors in May 2017.

Rakuten Trade, the country's only fully digital equity broker, reported an increase of 170% in accounts from approximately 12,000 a year ago, while trading value generated on Bursa Malaysia rose by almost 400% from RM1 billion year on year.

Mr. Kaoru Arai, Managing Director of Rakuten Trade, said, "We continue to appeal to a growing segment of new investors who are more digitally savvy and have a more e-commerce lifestyle as they prefer the benefits of a completely digital platform like ours. At Rakuten Trade we endeavor to keep things simple and cost-effective in line with a fast-changing digital landscape where speed and convenience are preferred. Our unique FinTech business model also enables us to maintain the lowest brokerage fees in the country for both our products, Cash Upfront and Contra Accounts, despite being in a highly competitive industry."

"Our success can also be attributed to nimbly developing new products and price sensitive services that cater to the ever-changing needs of this new segment of customers. This adaptability is a key trait that sets Rakuten Trade apart, along with our supportive customers who remain the driving factor of our continued growth in Malaysia."

Last year, Rakuten Trade launched its second product – Contra Account that extends a multiplier of up to 5x which is the highest in the market, and more recently rolled out Contra 2.0 which offers investors revised brokerage fees\* ranging from a minimum of RM7 to a fixed maximum of RM100 and a Day Trade Rebate Programme for investors who buy and sell frequently on the same counter within the same day.

Rakuten Trade was also the recipient of two awards in 2018. They were named FinTech Company of the Year 2018 which was endorsed by Malaysian Communications and Multimedia Commission, while its research team received a Best Call Award 2018 for Kelington Group Bhd. Its research team is the first in market to exclusively publish research reports for the consumer. The team's investment ideas are published via a simplified one pager report that uses minimal jargon and focuses on small & mid cap sector. To-date, the team has published more than 50 investment ideas in addition to almost 100 company updates.

# Rakuten Trade

In 2019, the team also commenced disseminating their technical reports and market reviews on a daily basis.

According to Mr. Arai, the loyalty programme also continues to be a pull factor for traders. In addition to existing partnerships with AirAsia BIG, B Infinite, and BonusLink, Rakuten Trade has also collaborated with other digital brands such as GRAB, HappyFresh Malaysia, MoneyMatch and Oxwhite.

In celebration of its 2nd anniversary, on 16 May 2019, Rakuten Trade extended its customers the opportunity to earn double rewards on all on-going campaigns\*\*.



For more information on Rakuten Trade, please visit [www.rakutenrade.my](http://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 19<sup>th</sup> 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.

This Press Release was issued on behalf of Rakuten Trade Sdn Bhd by acorn communications sdn bhd. For more information, please contact:

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