

PRESS RELEASE

Rakuten Trade Sees A 31% Rise in Earned Reward Points in Year 2

Award-Winning Loyalty Programme Continues to Hit The Mark with Investors



From left to right: Tan Leng Leng – Senior Manager of Business Development, BonusKad Loyalty Sdn Bhd; Rhyner Cheong – Head of Commercial, BIGLIFE Sdn Bhd; Kaoru Arai – Managing Director, Rakuten Trade Sdn Bhd; Deon Lee – Deputy General Manager, BLoyalty Sdn Bhd.

KUALA LUMPUR, 27 August 2019 – Rakuten Trade Sdn Bhd's ("Rakuten Trade") first-in-market loyalty programme has remitted almost 45 million Rakuten Trade (RT) Points to more than 37,000 accounts in the last two years. This reflects a 31 per cent increase in earned RT Points year on year.

The rewards ecosystem combines some of the country's leading loyalty brands – AirAsia BIG, B Infinite by Berjaya Group and BonusLink – under one umbrella. As a result, RT Points continue to appeal to its growing client base year on year, with the conversion ratio increasing by 142 per cent in the programme's second year ending 31 July 2019.

Mr. Kaoru Arai, Managing Director, Rakuten Trade, said, "Our robust rewards system plays an invaluable part in ensuring clients have an optimal trading experience. We made key changes to the rewards after our first year, in line with our efforts to continuously improve our services to better cater to the changing lifestyle preferences and in keeping with our digital-centric business model.

"As a result, our Rewards Program was recognised at a recent regional loyalty awards winning Best Partnership in a Loyalty Program (Gold) and Best Loyalty Program for a Financial Brand (Bronze). Going up more established brands we are proud to have emerged a winner, beating out other brands across South Asia, Southeast Asia and the ANZ region. These wins would not have been possible without the strong support of our affiliate partners who have steadfastly stood by us since day one."

RT Points are earned when clients engage with the Rakuten Trade platform. Points are automatically earned when clients conduct trading activities, referrals, share transfers as well as from marketing campaigns run by Rakuten Trade. The points can then be converted into AirAsia BIG, B Infinite and/or BonusLink Points on an equal value conversion approach. In addition, clients also earn extra RT

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Points whenever Spanish football club FC Barcelona wins a match during the UEFA and La Liga season, as a result of Rakuten Group's 3-year global sponsorship with the Club that started in 2017.

The loyalty programme was enhanced this year to complement consumers' lifestyle preference of instant rewards. Today, clients are rewarded as they activate their digital trading journey with Rakuten Trade and within 10 days of account activation, they can earn up to 4,500 RT Points*.

*T&C apply.



For more information on Rakuten Trade or to open an account, 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. 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. For more information, please contact:

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