

PRESS RELEASE

## **Rakuten Trade Is Malaysia's First Completely Online Equities Broker**

*First in market online account opening on iSPEED.my*

**KUALA LUMPUR, 18 May 2017:** – Rakuten Trade Sdn Bhd<sup>1</sup> (“Rakuten Trade”), a joint venture company between Kenanga Investment Bank Berhad (“Kenanga Investment Bank”) and Japan-based Rakuten Securities, Inc. (“Rakuten Securities”) was officially launched today. Officiating the launch was Yang Berhormat Dato’ Lee Chee Leong, Deputy Minister of Finance Malaysia.

As Malaysia’s first completely online equities broker, Rakuten Trade is set to revolutionize online stock trading with its platform, iSPEED.my, which runs on cutting edge Japanese smartphone technology. The iSPEED.my platform not only facilitates trading but for the first time, Malaysians are able to open an equity trading account completely online for trading on the local bourse. The localized version of the leading Japanese app, iSPEED.my offers traders:

- First in market online account opening
- One of the lowest brokerage rates in Malaysia
- A financial portal to access simplified research materials and real time market information easily
- Fast and seamless cash transfers
- Educational programs including webinars, on-site seminars, and
- An extensive first of its kind reward programme, which brings together three leading loyalty providers - AirAsia BIG, BInfinite by Berjaya Group and BonusLink - under one robust ecosystem.

Datuk Chay Wai Leong, Group Managing Director of Kenanga Investment Bank, said, “As a highly successful e-commerce brand in Japan, and rated one of the most innovative companies by Forbes, Rakuten is definitely a force to be reckoned with. Paired with Kenanga’s extensive retail reach and experience for over 40 years, we are confident this joint venture will take stock trading to the next level. We also extend our sincere gratitude to the Securities Commission Malaysia (“SC”) who has been at the forefront driving the Fintech agenda for the capital markets and guiding us through the regulatory process to get us here today.”

<sup>1</sup> Formerly Known As EB Global JV Sdn Bhd.



The President of Rakuten Securities, Mr Yuji Kusunoki, said, "With the introduction of Rakuten-style Fintech with the local expertise of our trusted partner, Kenanga Investment Bank, together with the continuous support of the SC, we are confident that this joint venture will contribute to the further development of the Malaysian securities market."

Mr Kaoru Arai, Managing Director, Rakuten Trade, said, "We are honored to be the first in Malaysia to obtain a Capital Markets Services License that will allow us to introduce the country's first complete online brokerage business. In line with SC's digital agenda, our platform is designed to appeal to the needs of the new generation investors who are digital and ecommerce inclined, as well as existing technology savvy traders who prefer self-directed trades."

Last month, Rakuten Trade received a restricted Capital Markets Services License from the SC that enables Rakuten Trade to deal in listed securities and provide investment advice. The joint venture agreement between Kenanga Investment Bank and Rakuten Securities was first inked in April 2016.

Stay up to date, please visit [www.rakutentrade.my](http://www.rakutentrade.my).

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**About Rakuten Trade SdnBhd**

Malaysia's first completely online equities broker, Rakuten Trade Sdn Bhd (Formerly Known As EB Global JV Sdn Bhd) is the result of a joint venture between Malaysia's Kenanga Investment Bank Berhad and Japan's Rakuten Securities, Inc. Rakuten Trade extends its trading services including the app - iSPEED.my - the localized version of Japan's leading mobile app developed by Rakuten Securities, Inc. Its web and mobile based trading services offer a 360° trading experience from account opening, execution, settlement of trade, research and trading ideas as well as rewards and financial knowledge. The all-in-one seamless platform enables investors to execute their own trading ideas end-to-end. 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 by Rakuten Trade SdnBhd in collaboration with Kenanga Investment Bank Berhad and Rakuten Securities, Inc. For more information, please contact:

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