

## Rakuten Trade Announces Malaysia's First Rewards Eco System Of Its Kind For Investors

### *Collaboration with AirAsia BIG, B Infinite and BonusLink*

**KUALA LUMPUR, 1 August 2017:** – Equity broking firm Rakuten Trade Sdn Bhd<sup>1</sup> ("Rakuten Trade") announced today its new Rewards program which brings together three leading loyalty providers - AirAsia BIG, B Infinite by Berjaya Group and BonusLink - under one robust ecosystem. The **Rakuten Trade rewards eco system** will enable investors to earn Rakuten Trade points ("RT Points") simply by trading on their platform.

Mr Kaoru Arai, Managing Director, Rakuten Trade, said, "Trading on the equity market has never been more rewarding. We are excited to be introducing enhancements to our equity broking platform which is a first of its kind in Malaysia. What makes the **Rakuten Trade rewards eco system** unique is our collaboration with AirAsia BIG, B Infinite, and BonusLink. Our affiliate partners will give Rakuten Trade the opportunity to provide a diverse range of benefits under one robust ecosystem. We believe this will hold tremendous appeal for the growing number of digitally savvy investors."

The **Rakuten Trade rewards eco system** is a free point rewards program where investors can earn RT points from trading activities, introducing members by referral link / code, share transfer, and by participating in Rakuten Trade marketing campaigns. Earning points is automatic for all Rakuten Trade customers. Earned RT points can then be converted into AirAsia BIG, B Infinite and/or BonusLink points of the same value. For example, 1 RT Points = 1 AirAsia BIG / 1 B Infinite point or 1 BonusLink point.

Collection of RT points are as follows:

| Point      | Campaign Activity   | RT Points  |
|------------|---------------------|--|
| AC OPEN    | Account Opening     | 1000RT ( <i>upon 1<sup>st</sup> trade only</i> )               |
| SHARE TRAN | Share Transfer (In) | 100RT/Stock (per asset per transaction)                        |
| BROKERAGE  | Trade Brokerage     | RM2 brokerage fee = 1RT  |
| REFERRAL   | Refer A Friend      | 500 RT/Referral ( <i>upon referee's 1<sup>st</sup> trade</i> ) |

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

Mr Victor Kaw, Chief Commercial Officer, AirAsia BIG Loyalty Programme, Think BIG Digital Sdn. Bhd, said, "Like AirAsia, Rakuten Trade extends the nation's first cost efficient retail solution, in this case equity broking. The Rakuten Trade Rewards program is a good complement to the BIG platform, as it rewards our loyal members with another way to earn and redeem AirAsia BIG points. Reward redemptions are fast, easy and are made via app, similar our BIG app, thus appealing to new clients right up to the savvier ones."

BLoyalty Sdn Bhd, Director of Retail & Innovations, Ms Yau Su Peng said "As B Infinite progresses in its transformation from the physical world to the realm of mobile, it is imperative that it prepares for the growing preference amongst consumers for digital-based channels. We are therefore pleased to collaborate with Rakuten Trade, the country's first completely online equity broker, in its launch of the country's first rewards eco-system for investors. B Infinite is constantly open to win-win partnerships that will benefit our members and believe that this collaboration with Rakuten Trade will well serve their lifestyle needs. Congratulations Rakuten Trade, and a warm welcome to the B Infinite family!"

According to Mr Arai: "We wanted to differentiate our platform by giving retail investors an added advantage when they trade shares through us. With AirAsia on board, one can redeem points for airline tickets or hotel accommodations while B Infinite and BonusLink points can be converted to everyday lifestyle needs from a cup of coffee to fuel."



For more information on Rakuten Trade's Rewards Eco System, please visit our [website](#) or download iSPEED.my app from the Google Play Store or Apps Store.

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#### **About Rakuten Trade Sdn Bhd**

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 Sdn Bhd in collaboration with Kenanga Investment Bank Berhad and Rakuten Securities, Inc. For more information, please contact:

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