

Rakuten Trade Named Malaysia's Fintech Company of the Year



Caption: Rakuten Trade presented with Fintech Company of the Year Award by YB Datuk Seri Johari bin Abdul Ghani, Minister of Finance II (center) to Rakuten Trade's Chairman Datuk Chay Wai Leong (3rd from left), Board of Director Mr Lee Kok Khee (3rd from right) and Managing Director Mr Kaoru Arai (2nd from right)

KUALA LUMPUR, 7 March 2018: – Rakuten Trade Sdn Bhd (“Rakuten Trade”), a joint venture company of Malaysia’s Kenanga Investment Bank Berhad (“Kenanga Group”) and Japan’s Rakuten Securities, Inc. (“Rakuten Sec”), was named FinTech Company of the Year at the recently held Malaysia FinTech Awards 2018.

Rakuten Trade is Malaysia’s first completely online equity broker and extends trading services including the iSPEED.my app, a localized version of Japan’s leading mobile app developed by Rakuten Sec. Its web and mobile based trading services offer clients a fully digital trading experience from account opening, execution, settlement of trade, research and trading ideas as well as rewards and financial knowledge.

Organised by Persatuan Usahawan Dinamik and endorsed by Malaysian Communications and Multimedia Commission (MCMC), the Malaysia Fintech Awards was designed to recognize the achievements made by local fintech players.

The “FinTech Company of the Year” award was presented to Rakuten Trade in recognition of being a FinTech company that had successfully seized a real opportunity to change the industry, satisfied a real market need through its unique value propositions, found a balance between cost and benefits and was able to extend its products and services to successfully reach the marketplace.



The Award was presented by YB Datuk Seri Johari bin Abdul Ghani, Minister of Finance II to Rakuten Trade Chairman Datuk Chay Wai Leong, Board of Director Mr Lee Kok Khee and Managing Director Mr Kaoru Arai. “Rakuten Trade is Kenanga Group’s first venture into the FinTech space. It was established to fulfil a real market need with the aim to further digitalise the equity broking landscape,” said Datuk Chay Wai Leong. “This collaboration with the highly successful Japan-based e-commerce brand Rakuten, has accelerated tremendous cross-learning. Together, we will continue to bring the benefits of Fintech to the Malaysian investment community.”

According to Mr Yuji Kusunoki, President, Rakuten Sec, Inc. “Rakuten Trade is the result of the first overseas collaboration for Rakuten Securities. Having opened its doors in Malaysia May last year, Rakuten Trade has since grown in leaps and bounds in under a year. It has exceeded our expectations and is striving to continuously excel.”

Almost 90 companies were nominated for the Malaysia Fintech Awards 2018 out of which 43 were shortlisted in 13 categories. Nominees were judged based on public votes, ZYGY scoring analytics and a panel of judges.

Rakuten Trade holds a Capital Markets Services License from the Securities Commission that enables it to deal in listed securities and provide investment advice. It is the result of a collaboration between Malaysia’s leading independent investment bank Kenanga Investment Bank Berhad and Rakuten Securities, Inc. the second-largest online broker in Japan and one of the main subsidiaries of Rakuten Inc.



For more information about Rakuten Trade, please visit our [website](#).

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About Rakuten Trade Sdn Bhd

Malaysia’s first completely online equities broker, Rakuten Trade 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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