

PRESS RELEASE

Rakuten Trade Loyalty Program Continues to Hit the Mark with Investors

KUALA LUMPUR, 12 September 2018 – Rakuten Trade Sdn Bhd's ("Rakuten Trade") unique rewards ecosystem, that combines three of the country's leading loyalty providers, is proving to be quite popular with below 40-year olds who use the fully digital equities trading platform. The three reward affiliates were brought together under a single robust platform a year ago to offer traders a diverse range of rewards.

The successful collaboration with AirAsia BIG, B Infinite by Berjaya Group and BonusLink has resulted in Rakuten Trade issuing over 2.4mil loyalty points as at August 15, 2018. Almost 2 million Rakuten Trade points (RT points) have been redeemed from its loyalty partners to-date. On average, 31,000 points are issued and 25,600 points redeemed by investors on a weekly basis.

Mr Kaoru Arai, Managing Director, Rakuten Trade, said, "Our unique loyalty partnership has enabled Rakuten Trade to offer innovative rewards and campaigns to our traders and we find those around the age groups 18 to 30 to be among the more active redeemers. It is without a doubt that our rewards ecosystem is one of the ways in which our platform continues to further differentiate itself in the equity broking industry. We are grateful for the great support from our loyalty partners; looking ahead, we certainly plan to continue enhancing the loyalty program as we remain focused on appealing to the digitally-savvy investor."

Mr Victor Kaw, Chief Commercial Officer, AirAsia BIG Loyalty Programme, said, "The Rakuten Trade Rewards program is a good complement to the BIG platform, as it rewards our shared loyal members with another way to earn and redeem AirAsia BIG Points. We are constantly trying to reward our members, giving them even bigger value as our way of saying thank you for sticking by us all these years. With AirAsia BIG Points, BIG Members can fully maximise the value of BIG Points to redeem for flights including taxes and airport fees, making their flight absolutely free because BIG Points are as good as cash."

BLoyalty Sdn Bhd, Director of Retail & Innovations, Ms Yau Su Peng said "As B Infinite progresses within the realm of mobile, it is imperative that it prepares for the growing preference amongst consumers for more digital-based channels. We are therefore pleased to collaborate with Rakuten Trade, the country's first completely online equity broker, in the country's first rewards eco-system for investors. B Infinite is constantly open to win-win partnerships that will benefit our members and the collaboration with Rakuten Trade reinforces this as it serves our consumers' lifestyle needs."

Rakuten Trade's loyalty program allows traders to automatically earn RT points from trading activities, referrals, share transfers as well as marketing campaigns. Earned RT points can then be converted into AirAsia BIG, B Infinite and/or BonusLink points of equal value. In addition, traders also earn extra RT points whenever Spanish football club FC

Rakuten Trade

Barcelona wins a match during the UEFA and La Liga 2018/19 season, as a result of Rakuten Group's 3-year global sponsorship with the Club that started in 2017.



For more information on Rakuten Trade or to open an account, please visit www.rakutentrade.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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