

PRESS RELEASE

Rakuten Trade Marks First Year as Trailblazing Fintech Startup

12,000 clients strong; Malaysia's Fintech Company of the Year 2018

KUALA LUMPUR, 21 May 2018 – FinTech Company of the Year, Rakuten Trade Sdn Bhd (“Rakuten Trade”) turns one this month with over 12,000 clients, of which a little over 40% were first-timers to the equity broking market in Malaysia.

Rakuten Trade, the country’s first completely digital equities broker, said this was a feat for the start-up and a clear testament to its first-in-market FinTech business model.

Rakuten Trade Managing Director, Mr Kaoru Arai, said “Our quantum jump in the industry demonstrates that the more digitally inclined investors in Malaysia are ripe for a fresh trading experience. Almost 80% of our clients are below the age of 40 and most of them are active traders. In addition to the growing number of clients, we are continuously experiencing healthy trading activities in terms of both volume and value.”

He added the company’s growth was also due to the support received from both Kenanga Investment Bank Berhad, Rakuten Securities, Inc., local regulators, business partners and Rakuten Trade employees.

During the media briefing, Mr Yuji Kusunoki, President, Rakuten Securities, Inc. and Mr Kaoru Arai announced that it would soon be launching its second innovative product - a Contra Trading facility. This will complement Rakuten Trade’s existing Cash Upfront facility.

Rakuten Trade also attributes its client appeal on its Rewards Eco System, the first of its kind in Malaysia, that offers access to three of the country’s biggest loyalty points providers – AirAsia BIG, B Infinite (part of Berjaya Group) and BonusLink under one platform.

As part of its first-year anniversary celebration, Rakuten Trade also announced that on Friday, 25th May 2018, all its clients would enjoy zero brokerage* on all successfully matched trades.

Rakuten Trade is the result of a joint venture between Malaysia’s leading independent investment bank Kenanga Investment Bank Berhad and Japan’s Rakuten Securities, Inc. which is 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.



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 Rakuten Securities, Inc. in Japan and Kenanga Investment Bank Berhad in Malaysia. 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. It makes trading easier and more efficient for investors because it puts them into the driver’s seat to execute their own trading activities and ideas. 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. Clients receive Rakuten Trade points whenever they engage with Rakuten Trade from opening an account, trading to referring their friends and family. They are also able to leverage on Rakuten Group’s global sponsorship with Spanish football club FC Barcelona that enables their clients to earn extra Rakuten Trade points when the football club wins a match. Earned Rakuten Trade points can be converted into AirAsia BIG, B Infinite and / or BonusLink points. Rakuten Trade currently offers investors a completely digital trading experience at a much lower brokerage fee price point. 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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