

## PRESS RELEASE

### Rakuten Trade Marks First Year as Trailblazing Fintech Startup

*Over 15,000 clients strong; Malaysia's FinTech Company of the Year 2018*

**KUCHING / KOTA KINABALU, 24 July 2018** – FinTech Company of the Year, Rakuten Trade Sdn Bhd (“Rakuten Trade”) first opened its doors a little over a year ago and has grown from strength to strength with the commitment to change and simplify the equity broking industry.

Today, they are more than 15,000 clients strong, of which a little over 40% are first-timers to the equity broking market in Malaysia. Rakuten Trade also successfully generated over RM1 billion in trading value on Bursa Malaysia in its first year, a feat for the start-up and a clear testament to its first-in-market FinTech business model.

Rakuten Trade most recently introduced its second innovative product, Contra Trading, to complement Rakuten Trade’s existing Cash Upfront facility. Its Contra Trading product has also garnered significant interest especially among traders below 40 years old with trading experience of less than three years.

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 true Rakuten style, we are enhancing the trading experience for our investors by providing a platform that is different and **more advantageous** than what is currently being offered. Trading on the Malaysian equity market has never been more seamless and more efficient,” Arai said.

Contra Trading offers digital savvy investors a trading limit of three or five times the value of cash and/or collateralized shares\*.

#### Contra Trading - How it works

Types of Collateral	Collateral
Cash	100%
Shares - Main Market (MM)*	80%
- Ace Market (AM)*	50%
- Warrant	0%

Example of Collateral	Cash/Shares Pledge Value (RM)	Collateral Value (RM)
Cash	10,000.00	10,000.00
Shares - MM	10,000.00	8,000.00
- AM	10,000.00	5,000.00
- Warrant	10,000.00	0.00
<b>Total</b>		<b>RM23,000.00</b>

Collateral Value (RM)	Shares	Multiplier**	Maximum Trading Limit for shares Collateral Value × Multiplier
RM23,000.00	Stock A	× 5	RM23,000 × 5 = RM115,000.00
	Stock B	× 3	RM23,000 × 3 = RM69,000.00
	Stock -WC (Warrant)	× 3	RM23,000 × 3 = RM69,000.00

\* T&C apply

Note: share collateral value differs depending on the type of collateral.

# Rakuten Trade

Mr Arai added that 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.

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.



For more information on Rakuten Trade or to open an account, please visit [www.rakutentrade.my](http://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 19<sup>th</sup> 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. Clients receive Rakuten Trade points whenever they engage with Rakuten Trade from opening an account, trading to referring their friends and family. 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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