

# Rakuten Trade Bags Two Regional Awards For Its First In Market Rewards Eco System



Figure 1: RAKUTEN TRADE TAKES THE GOLD: (From Left) Edward Yap - Senior Executive, Affiliate Marketing, Rakuten Trade; Tracy Anne Leong - Head of Marketing and Communications, Rakuten Trade; Kaoru Arai – Managing Director, Rakuten Trade; Rezwana Manjur – Regional Editor, Marketing Magazine; Rohit Singh – Regional Business Development Director, Lighthouse Independent Media Pte Ltd.

**KUALA LUMPUR, 22 July 2019** – Malaysia’s first completely online equities broker Rakuten Trade Sdn Bhd (“Rakuten Trade”) recently took home two industry awards - *Best Partnership in a Loyalty Program (Gold)*, and *Best Loyalty Program for a Financial Brand (Bronze)* for its Rewards Eco System Programme at the 2019 Loyalty and Engagement Awards by Marketing Magazine in Singapore.

Rakuten Trade’s unique award-winning Rewards Eco System combines three of the country’s leading loyalty providers AirAsia BIG, B Infinite by Berjaya Group and BonusLink under a single robust platform.

The Loyalty and Engagement Awards is the only Awards in the Asia Pacific region that focuses completely on customer loyalty and engagement. Rakuten Trade went up against more than 77 other brands, 48 communication/marketing agencies and 133 unique campaigns from across South Asia, Southeast Asia and the ANZ region. In the category of Best Partnership in a Loyalty Program, finalists included: 7 Eleven Malaysia, Caltex, Great Eastern Life Assurance, HiltonHonors, ION Orchard, Petronas, True Digital Group and Rakuten Trade.

For more information on Rakuten Trade’s award-winning Rewards Eco System, please visit [www.rakutentrade.my](http://www.rakutentrade.my).

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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. 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

# Rakuten Trade

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 by acorn communications sdn bhd. For more information, please contact:

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