



PRESS RELEASE

FOR IMMEDIATE RELEASE

KENANGA INVESTORS COLLABORATES WITH MFPC TO LAUNCH FINANCIAL PLANNING PROGRAMME

Kuala Lumpur, 6 April 2021: Kenanga Investors Berhad (“Kenanga Investors”) today announced its collaboration with the Malaysian Financial Planning Council (“MFPC”) to offer programmes for the purpose of the professional qualification for the Registered Financial Planner (RFP) and the Shariah Registered Financial Planner (Shariah RFP) certifications.

The Programmes are set to improve the relevance of financial planning and enhance the careers of these financial practitioners; thereby producing competent financial planners who are professionally qualified. MFPC will oversee the management of the overall Programme mechanics which include developing and updating the Programme materials from time-to-time, quality monitoring and assessment, and conferring awards on qualified Programme participants. The Programmes will see Kenanga Investors assisting MFPC in educating participants on their responsibilities as financial planners, their professional conduct, and the applicable rules and standards throughout its duration.

Ismitz Matthew De Alwis, Executive Director and Chief Executive Officer of Kenanga Investors says "The Programmes are intended to promote greater understanding of the financial planning approach as opposed to a product-based approach, which is something that we have staunchly been a supporter of. At Kenanga Investors, we advocate the benefits of this approach within our corporate structure and at present, our sales personnel from both the agency force and Private Wealth team are currently enrolling as or already are licensed financial planners."

With the launch of the Programmes, he foresees that the company's agency sales force, as well as new entrants, will fulfill the licensing requirements to become full-fledged financial planners. "Our annual goal will be to have our Kenanga Investors agency force and our Private Wealth Managers be systematically enrolled according to the scheduled intakes and readiness. This collaboration ensures we ultimately offer financial products and services that will add holistic value to our clients' financial journey" says De Alwis.

According to MFPC President Vincent Kwo Shih Kang, this strategic collaboration is in line with the recent announcement by regulators intending to expand the scope of financial planners. "MFPC, together with Kenanga Investors laud these encouraging steps being taken within the industry which will provide investors with an additional avenue of investment advisory. We are committed to supporting the growth of the financial planning profession through this active approach which will greatly benefit the rising number of novice investors especially as there is heightened interest in investing post pandemic times.", says Kwo.

MFPC is an independent body that promotes nationwide development and enhancements of the financial planning profession. MFPC developed and maintains the Best Practice Standards and Code of Ethics that must be adhered to by RFP and Shariah-RFP designees. It was registered on 10 March 2004 under the Societies Act 1996.

For more information about Kenanga Investors Berhad, please visit www.kenangainvestors.com.my .

##



About Kenanga Investors Berhad 199501024358 (353563-P)

We provide investment solutions ranging from collective investment schemes, portfolio management services, and alternative investments for retail, corporate, institutional, and high net worth clients via a multi-distribution network.

Most recently, the Hong Kong-based Asia Asset Management's 2021 Best of the Best Awards awarded KIB under the following categories, Malaysia - Best Equity Manager, Malaysia CIO of the Year, Malaysia – Best Islamic Fund (Equity), and Malaysia Best House for Alternatives.

The Kenanga Growth Fund (“KGF”) won Core Equity – Malaysia while the Kenanga Syariah Growth Fund (“KSGF”) won Core Equity – Malaysia (Islamic) at the FSMOne Recommended Unit Trusts Awards 2020/2021. The Kenanga Balanced Fund was recognized under the Balanced – Malaysia category.

At the Refinitiv Lipper Fund Awards 2020, KIB won the “Best Mixed Asset Award – Malaysia Pension” and “Best Equity Award – Malaysia Islamic” titles. KSGF was awarded “Equity Malaysia – Malaysia Islamic” for 10-years while the Kenanga Diversified Fund was named “Mixed Asset MYR Flexible – Malaysia Pension” for 3-years and 5-years. KSGF was also named “Malaysia Best Equity over 10-years” at the Refinitiv Lipper Fund Awards 2020 for Global Islamic Markets.

For the fourth consecutive year, KIB was affirmed an investment manager rating of IMR-2 by Malaysian Rating Corporation Berhad since first rated in 2017. The IMR rating reflects the fund management company's well-established investment processes and sound risk management practices. For 2020, the average one-year, three-year and five-year annualized returns for its top 20 largest unit trust funds outperformed its benchmarks.

This Press Release was issued by Kenanga Group's Marketing & Communications department.

For more information, please contact:

Chuah Sze Phing

DID: +603 – 2172 2918

Email: szepingchuah@kenanga.com.my

Muhammad Khumeini Hairudin

DID: +603 – 2172 2917

Email: khumeini@kenanga.com.my