



Press Release

For Immediate Release

## **KENANGA LAUNCHES MALAYSIA'S LATEST FULLY A.I. DRIVEN ROBO-ADVISOR**

**Kuala Lumpur, 15 February 2022** – Kenanga Investment Bank Berhad (“Kenanga”) launched Kenanga Digital Investing (“KDI”), market’s latest fully automated Artificial Intelligence (A.I.) driven robo-advisor designed to simplify how Malaysians save and invest.

Licensed by Securities Commission Malaysia, the KDI platform offers two convenient products - KDI Save and KDI Invest.

KDI Save allows users to earn daily returns on their savings with no lock-in period and zero management fees. From now till end of the year, KDI Save offers a market leading 3.0% fixed interest rate. On KDI Invest, customers can grow their wealth with access to global investment opportunities through US-listed Exchange Traded Funds (ETFs) at one of the most competitive fees in the market.

“KDI is another step in our vision to make investing accessible to everyone. With initial investments as low as RM250, customers can invest in global equities. We are proud to launch KDI Save, a cash management product with one of the highest returns in the market, while KDI Invest provides gateway to the global markets at an affordable fee,” said Ian Lloyd, Group Chief Digital Officer, Kenanga Investment Bank Berhad.

“KDI’s innovative portfolio design is a game-changer for wealth management. The system selects suitable portfolios to help customers achieve their investment goals in line with each customer’s personal risk preferences. The A.I. monitors global market conditions and rebalances customers’ portfolios automatically, giving them peace of mind that their portfolio is being taken care of around the clock,” added Lloyd.

Robo-advisors aim to make investing simple by removing the guess-work in stock and fund picking, but not all robo-advisors are the same. KDI employs technology to monitor global markets and to react to new investing opportunities. The technology analyses thousands of data points each day, incorporating information from across continents and asset classes, to develop investment portfolios, without the influence of human emotions. These portfolios aim to generate sustainable returns while managing risk.

KDI Invest is completely free for investments below RM3,000 while investors above that limit will be charged a management fee between 0.3% to 0.7% per annum, making it one of the most competitive robo-advisor platforms in the market today.



For more information about Kenanga Digital Investing, visit <https://digitalinvesting.com.my/>

**About Kenanga Investment Bank Berhad (197301002193 (15678-H))**

Established for more than 45 years, Kenanga Investment Bank Berhad (the Group) is a financial group in Malaysia with extensive experience in equity broking, investment banking, treasury, Islamic banking, listed derivatives, investment management, wealth management, structured lending and trade financing.

The Group has garnered a host of awards and accolades reflecting its strong market position. It was awarded under the categories of Best Overall Equities Participating Organisation by Bursa Malaysia, Best Overall Derivatives Trading Participant, Best Structured Warrant Issuer, Best Retail Equities Participating Organisation, Best Institutional Equities Participating Organisation Investment Bank; along with Best Trading Participant and Best Institutional Equities Participating Organisation and for Equity and Financial Derivatives for 18 consecutive years. The Group was also accorded the title of Best Institutional Derivatives Trading category by Bursa Malaysia.

The Group continues to be a regular and repeat recipient of distinguished industry accolades, such as the Lipper, Fundsupermart and Morningstar awards. For its continued efforts towards community outreach and employee volunteerism, the Group was awarded the coveted Company of the Year award for environmental and sustainability at Sustainability & CS Malaysia Awards 2020. The Group is also a Participant of the United Nations Global Compact and adheres to its principle-based approach to responsible business.

Today, Kenanga Investment Bank Berhad is an award-winning leading independent investment bank in the country with a continuous commitment towards driving collaboration, innovation and digitalisation in the marketplace.

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

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