



PRESS RELEASE

FOR IMMEDIATE RELEASE

Kenanga Digital Investing (KDI) crosses RM100m in Asset Under Management (AUM) within 2 months

Over 6,500 Signups

Kuala Lumpur, 25 April 2022 – The newly launched Kenanga Digital Investing (KDI), crossed RM100 million in asset under management (AUM) after only two months since its launch in mid-February this year.

Developed to make investing simpler and accessible for Malaysians, the Artificial Intelligence (A.I.) – driven digital investment management platform has received an overwhelming response with 6,500 successful signups.

“We are extremely pleased with the response from the public on KDI. Crossing RM100 million in AUM within such a short time is a significant milestone for us. More importantly, the public’s confidence and trust in Kenanga has brought us another step closer in our vision to revolutionise the way Malaysians save and grow their money. KDI aims to make investment simple and accessible for Malaysians, and this strong performance shows that KDI is what the market is looking for,” said Ian Lloyd, Group Chief Digital Officer of Kenanga Investment Bank Berhad.

Licensed by the Securities Commission Malaysia, the newly launched robo-advisor offers two 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. Up to December 2022, KDI Save offers a market leading 3.0% p.a. 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.

Robo-advisors aim to make investing simple by removing the guess-work in stock and fund picking. With KDI, investors get an easy-to-understand investment product that they can track anywhere, anytime while knowing that the A.I. is taking care of their investments around the clock.



With initial investments as low as RM250, customers can invest in global equities. KDI Invest is completely free for investments below RM3,000 while investors above that limit will be charged a management fee of between 0.3% to 0.7% per annum, making it one of the most competitive robo-advisor platforms in the market now.

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

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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 with strong foundations in regulatory compliance and risk management.

An innovative and established home-grown brand, the Group's digital ambition includes building a robust digital ecosystem that meets the needs of its clients and businesses. Some of its game-changing products includes Malaysia's fully online digital stockbroking platform Rakuten Trade and a fully A.I. robo-advisor, Kenanga Digital Investing. The Group also launched Malaysia's first securities broking e-wallet, Kenanga Money, paved the way in AI-led Quan and algorithmic trading, kick-started a revolutionary supply chain financing solution for SMEs and made inroads into the digital assets space through its investment in Tokenize Technology (M) Sdn.Bhd.

The Group has garnered a host of awards and accolades reflecting its strong market position. It was awarded under the categories of Highest Returns to Shareholder Over Three Years, 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. Rakuten Trade, Malaysia's first fully digital securities broker in 2017 via a joint venture with Japanese fintech giant Rakuten Securities Inc was also named Malaysia's fintech company of the year in 2018 by the Malaysian Communications and Multimedia Commission (MCMC). 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 & CSR Malaysia Awards 2021. 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, digitalisation and sustainability in the marketplace.

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

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