



**Kenanga Investors**

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **KENANGA TRUSTEES DEBUTS, OFFERING TAILORED WEALTH PRESERVATION SOLUTIONS**

*Kenanga Investors broadens its financial offerings with launch of estate and wealth planning business.*

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**Kuala Lumpur, 6 May 2024** – Kenanga Investors Berhad (“Kenanga Investors”), a prominent leader in asset and wealth management, has announced the launch of Kenanga Trustees Berhad (“Kenanga Trustees”), formerly known as Kenanga Funds Berhad. This strategic expansion signifies Kenanga Investors’ journey towards becoming a one-stop wealth planning centre that enhances, preserves, and facilitates the seamless transfer of wealth to succeeding generations.

“The launch of Kenanga Trustees is a cornerstone in our strategy to expand Kenanga Investors’ array of services and capabilities. The current market landscape shows a clear demand for more sophisticated financial solutions, and with Kenanga Trustees, we are enhancing our ability to meet these needs comprehensively, fulfilling immediate financial management as well as long-term legacy planning objectives. Our vision encompasses a future where we are the preferred hub for all wealth management needs, integrating investment solutions with innovative trust and estate planning services”, says Datuk Wira Ismitz Matthew De Alwis, Executive Director and Chief Executive Officer of Kenanga Investors.

As a wholly-owned subsidiary of Kenanga Investors, Kenanga Trustees inherits trust and steadfastness from Kenanga Investors’ clients, promising to deliver exceptional trust administration services underpinned by highly skilled experts with integrity. The establishment of Kenanga Trustees is also timely, aligning with the significant wealth transfer currently taking place in Asia, particularly in families where the second generation is taking over. With the rapid growth of high-net-worth individuals in Malaysia, the new entity is strategically positioned to address the sophisticated financial needs of these clients.

Addressing a common misconception about the scope of estate planning, the Chief Executive Officer of Kenanga Trustees, Tan Ping Ying, explains, “At Kenanga Trustees, we are dedicated to demystifying estate planning and making it available to everyone. Whether it is safeguarding a small estate or orchestrating the transfer of substantial wealth, our services are designed to meet the needs of all individuals, not just high-net-worth clients. By offering a range of scalable solutions, we ensure that every client can benefit from tailored, strategic guidance to protect their assets and secure their family's future.”

Kenanga Trustees’ preliminary offerings include the Kenanga Will Series and Kenanga Wasiat Series; both aim to simplify the estate planning process for individuals and families of diverse backgrounds. Meanwhile, its Private Client Advisory Service provides tailored solutions for high-net-worth individuals with complex financial needs. Together, they demonstrate Kenanga Investors Group’s commitment to facilitating effective wealth management and succession planning across different segments of the Malaysian population.

For more information about Kenanga Trustees, please visit [www.kenangainvestors.com.my](http://www.kenangainvestors.com.my).



## Kenanga Investors

### **About Kenanga Trustees Berhad (formerly known as Kenanga Funds Berhad) 200301017657 (620077-K)**

Kenanga Trustees, a subsidiary of Kenanga Investors Berhad, is a registered trust company under the Trust Companies Act 1949. The company specialises in a comprehensive range of trust services, including private trust solutions for individuals.

Kenanga Trustees' tailored estate planning and strategic trust administration offerings serve the dual purpose of wealth preservation and growth across multiple generations, catering to the unique needs of its esteemed clientele.

In addition to private trusts, Kenanga Trustees also provides custodial and escrow agent services to corporate clients, making it the trusted partner for safeguarding and enhancing commercial interests.

### **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.

The Hong Kong-based Asia Asset Management's **2024 Best of the Best Awards** awarded KIB under the following categories, Malaysia Best Impact Investing Manager, Best Impact Investing Manager in ASEAN, Malaysia Best Equity Manager, Malaysia CEO of the Year, Malaysia CIO of the Year, Malaysia Best House for Alternatives, Malaysia Most Improved Fund House and Malaysia Best Investor Education.

At the **LSEG Lipper Fund Awards Malaysia 2024**, KIB received awards for the Kenanga Malaysian Inc Fund ("KMIF") under the best Equity Malaysia Diversified – Malaysia Pension Funds over 10 Years and the Kenanga Diversified Fund ("KDF") under the best Mixed Asset MYR Flexible – Malaysia Pension Fund over 10 Years.

The FSMOne Recommended Unit Trusts Awards 2023/2024 named Kenanga Growth Fund Series 2 as "Sector Equity – Malaysia Focused", Kenanga Shariah Growth Opportunities Fund as "Sector Equity - Malaysia Small to Medium Companies (Islamic)" and Kenanga Shariah OnePRS Growth Fund as "Private Retirement Scheme – Growth (Islamic)".

For the seventh 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 on KIB reflects the fund management company's well-established investment processes and sound risk management practices. As at end-June 2023, most of KIB's funds had performed better than benchmarks and were comparable to peers.

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

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