

PRESS RELEASE
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Cashku and Kenanga Investors Partner to Widen Retail Access to Professionally Managed Funds



Datuk Wira Ismitz Matthew De Alwis, CEO and Executive Director, Kenanga Investors Berhad and Raevendren Ramachandran, CEO, Cashku.

KUALA LUMPUR, 30 September 2026 — Cashku, the AI-native digital wealth platform operated by Advisonomics Sdn Bhd and licensed by the Securities Commission Malaysia (“SC”), today announced a distribution partnership with Kenanga Investors Berhad (“**Kenanga Investors**”), the asset and wealth management arm of Kenanga Investment Bank Berhad and one of Malaysia’s largest investment management firms.

Under the partnership, a selected range of funds offered by Kenanga Investors and its Institutional Unit Trust Adviser partners will be available to Cashku users with no sales charge and from a minimum investment starting from RM10.



For investors, the effect is practical: investors can review fund information, open an account, set their investing goals, invest and make additional investments within a single application, with suitability assessed at the point of investment and monitored continuously thereafter.

Cashku has rebuilt the advice layer of wealth management around agentic AI; software that does not simply answer questions, but carries out risk profiling, goal-based portfolio construction, suitability assessment and ongoing portfolio monitoring, under the oversight of licensed human advisers and within the SC's regulatory framework. That architecture, for which Cashku received a DIGID award for data-driven advisory under the SC's Digital Innovation Fund in 2024, is what allows the platform to reach investors at a materially lower cost to serve.

The partnership arrives as Malaysia's fund management industry reaches record scale. Assets under management rose 6.9% to a record RM1.14 trillion in 2025, with unit trust funds forming the largest single category at roughly half of that total. The SC's Capital Market Masterplan 2026–2030 targets a capital market of over RM6 trillion by 2030 and names an inclusive capital market for all Malaysians as one of its four strategic themes — an agenda that depends on reaching the Malaysians who are not investing today. Individual participation in the capital market currently stands at 25%, and the Masterplan finds that around 60% of non-investors are under the age of 40.

"Malaysia's problem has never been the quality of its funds — it has been access to the advice that helps people use them well. Financial planning has traditionally been reserved for those wealthy enough to pay for it, which is why most households have never had a plan at all. Cashku exists to change that: to give every Malaysian a plan built around their own goals. Partnering with managers like Kenanga Investors is how that gap closes."

— Raevendren Ramachandran, Chief Executive Officer, Cashku

"Digital distribution is a natural extension of the Group's own digitalisation agenda. Working with a licensed platform such as Cashku allows us to reach investors who are starting earlier and investing in smaller amounts than traditional channels are built to serve, without compromising the standards of suitability, transparency and governance our clients expect."

— Datuk Wira Ismitz Matthew De Alwis, Chief Executive Officer and Executive Director, Kenanga Investors.

Cashku will continue to expand the range of funds available on the platform.

About Cashku

Cashku is an AI-native digital wealth platform operated by Advisonomics Sdn. Bhd., a Kuala Lumpur-based Fintech company. The Company provides digital financial planning, unit trust and Private Retirement Scheme (PRS) distribution, digital investment management and fund management services, including Shariah-compliant investment solutions, alongside financial education.



Advisonomics holds a Capital Markets Services Licence from the Securities Commission Malaysia covering financial planning and Digital Investment Management, and is registered as an Institutional Unit Trust Adviser with the Federation of Investment Managers Malaysia (FIMM). Cashku combines financial planning, goal setting, portfolio construction and execution in a single platform, giving Malaysians access to a curated universe of funds with zero sales charges. Cashku is also a member of the PayNet Fintech Hub, Malaysia's first dedicated fintech community, established by Payments Network Malaysia (PayNet), the national payments network.

About Kenanga Investors Berhad 199501024358 (353563-P)

Kenanga Investors Berhad is a licensed fund management company regulated by the Securities Commission Malaysia and a wholly owned subsidiary of Kenanga Investment Bank Berhad. It provides investment solutions spanning collective investment schemes, portfolio management services, alternative investments, and wills and trusts for retail, corporate, institutional and high net worth clients through a multi-distribution network.

The LSEG Lipper Fund Awards 2026 recognised four funds under the Malaysia Provident Funds category; Kenanga Growth Fund was named Equity Malaysia (5 Years), Kenanga Growth Fund Series 2 was awarded Equity Malaysia Diversified (3 Years), Kenanga Malaysian Inc Fund was awarded Equity Malaysia Diversified (10 Years) while Kenanga Managed Growth Fund was recognised with the title Mixed Asset MYR Balanced – Malaysia (10 Years).

The Hong Kong-based Asia Asset Management's ("AAM") 2026 Best of the Best Awards awarded Kenanga Investors under the following categories, Malaysia Best Impact Investing Manager, Best Impact Investing Manager in ASEAN, Malaysia Best Equity Manager, Malaysia CEO of the Year (Co-Winner), Malaysia CIO of the Year, Malaysia Best House for Alternatives and Malaysia Best ESG Engagement Initiative.

At the AAM ETF Awards 2026, Kenanga Investors received an accolade under the category Malaysia Leverage and Inverse ETF of the Year for the Kenanga KLCI Daily (-1x) Inverse ETF. The IFN Investor Awards 2025 awarded the Kenanga Islamic Balanced Fund under the categories of "IFN Investor Best Balanced Mixed Assets Fund in Malaysia — MYR 2025", "IFN Investor Best Balanced Mixed Assets Fund in Asia Pacific 2025", and "IFN Investor Best Global Balanced Mixed Assets Fund 2025".

For the ninth consecutive year, we were affirmed an investment manager rating of IMR-2 by Malaysian Rating Corporation Berhad, since first rated in 2017. The IMR rating on reflects the fund management company's well-established investment processes and sound risk management practices.

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