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RHB ASSET MANAGEMENT LAUNCHES MYINVEST DIGITAL PLATFORM AND CORE PORTFOLIO SERIES FUNDS FOR RETAIL INVESTORS

Kuala Lumpur – RHB Asset Management Sdn Bhd (“RHBAM”) has launched the RHBAM MyInvest online platform (“RHBAM MyInvest”) to further empower retail investors in managing their investments and personal wealth.

RHBAM MyInvest offers retail investors the convenience and flexibility to independently invest in over 100 investment options via Cash-Plan or via their Employees Provident Fund (“EPF”) savings, which are accessible on the EPF i-Invest platform. Through RHBAM MyInvest, retail investors can monitor fund performance, view e-statements and their asset allocations, conduct portfolio simulations, as well as set and track investment goals.

“RHBAM MyInvest creates a secure and hassle-free wealth creation journey by providing retail investors easy access to a suite of professionally managed, local and global, conventional and Shariah-compliant investments. In addition, this digital platform also caters to the needs of the wider corporate investing audience with its dual-language feature, which enable investors to view their investment holdings in English as well as Bahasa Malaysia.

The newly launched RHBAM MyInvest platform provides safe and secure access for our customers to ride on global economic growth, while exploring exciting new investment opportunities,” said Eliza Ong, Managing Director of RHB Asset Management Sdn Bhd.

In conjunction with the launch of the RHBAM MyInvest platform to retail investors, RHBAM is now offering a series of four conventional funds named MyInvest Core Portfolio Series (“fund series”), which is powered by model portfolios from world-class investment manager, BlackRock.

“Supplementing our own proven capabilities with BlackRock’s extensive investment expertise through these and other funds, we offer even more assistance to our retail and corporate investment clients to navigate volatile markets. As such, we remain optimistic about investors’ appetites in the current environment and are targeting to attract RM100 million in assets under management for the fund series over the next 6 months” added Eliza.

The fund series, which is available on RHBAM MyInvest, enables investors to diversify their investments across regions and asset classes. The series showcases the synergy between BlackRock and RHBAM - BlackRock’s scale, advanced technology capabilities, insights and global reach, combined with RHBAM’s local expertise in providing more cost-effective cross-asset solutions that use Exchange-Traded Funds (“ETFs”) investing in fixed-income and equities as building blocks through the development of comprehensive models which suit the needs of different investors. The fund series caters to four types of risk profiles: conservative, moderate, aggressive and growth to help more investors meet their investment objectives. In the near future, RHBAM MyInvest plans to on-board more funds to expand its offerings to cover more Islamic and Environmental, Social and Governance (“ESG”) themes via the RHBAM MyInvest platform.

“It is our mission to create a better financial future for people all over the world, and we are excited to be part of this launch in collaboration with RHBAM to deliver on this for investors,” said Geir Espeskog, Head of Wealth for Southeast Asia at BlackRock.

“Investors are looking for more digital channels and platforms to manage and evolve their investment portfolios as they seek to navigate the increased market volatility following the end

of the 40-year Great Moderation ^[1]. And this is precisely what RHBAM MyInvest aims to do – provide users the choice to enhance access to global markets with options that best suit their investment styles, across the entire wealth planning lifecycle,” added Geir.

[1] The Great Moderation refers to a period of decreased macroeconomic volatility, characterized by the reduction in the volatility of business cycle fluctuations in developed nations compared with the decades before.

RHBAM MyInvest was introduced in 2020 for EPF members to invest via i-Invest, and has evolved into a digital investment platform that empowers the investment community in managing their wealth. Further enhancements within the RHBAM MyInvest platform are scheduled to be introduced in stages to include even more features and funds designed to address the evolving demands of various investors.

For more information on the RHBAM MyInvest, please visit <https://rhbassetmanagement.rhbgroup.com/myinvest/client/> or call 03-9205 8000.

RHB Asset Management Sdn Bhd’s RHB MyInvest Core Portfolio - Conservative, RHB MyInvest Core Portfolio - Moderate, RHB MyInvest Core Portfolio - Aggressive and RHB MyInvest Core Portfolio - Equity are established and managed by RHB Asset Management Sdn Bhd, whereby the portfolio strategies of the Funds are formulated by RHB Asset Management Sdn Bhd, which utilises the asset allocation guidance provided by BlackRock. BlackRock does not provide any service or product to you and has not considered the suitability of its asset allocation against individual needs, objectives and risk tolerances for investors. As such, BlackRock’s assets allocations do not constitute investment advice or an offer to sell or a solicitation of an offer to buy any securities.

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