

Press Release

Affin Hwang Investment Bank Berhad Launches “eInvest Go” – The Smart, Simple And Secure Way To Start Your Stock Trading Journey

- Affin Hwang Investment Bank Berhad is the first investment bank in Malaysia to launch a fully online account opening service for stock trading, aptly named “**eInvest Go**”.
- “**eInvest Go**” makes signing up more convenient – using any personal device, without the need for any physical forms, through a well-secured process that utilises the e-KYC solution, and fast account activation (as fast as 1 business day; subject to fulfilment of all KYC requirements).
- Visit einvest.affinhwang.com/einvest-go today to sign up and enjoy competitive rates.

KUALA LUMPUR, 26 July 2021 – Affin Hwang Investment Bank Berhad (“the Bank”), the investment banking arm of the Affin Banking Group, today launched “**eInvest Go**”; a fully online and seamless account opening service for prospective clients who are interested to trade and invest in more than 900 stocks listed on Bursa Malaysia.

With “**eInvest Go**”, clients will be able to open both CDS and Trading accounts simultaneously from any personal device, and enjoy a competitive brokerage fee from as low as 0.05% or a minimum of RM5 per trade. The whole process is hassle-free, well-secured, and fast; without the need for any physical forms or face-to-face interactions, facilitated by an online system that utilises the e-KYC solution, resulting in a speedy account activation of within 1 business day (subject to fulfilment of all KYC requirements).

www.affinhwang.com

Clients will then gain access to the Bank's best-in-class trading and investment management platform: "**eInvest**"; with the full range of live price quotes and trading functions, personalised products and services, premium stock screener (powered by Morningstar®), extensive research coverage, latest news and happenings, useful educational materials, and many more.

Mona Suraya Kamaruddin, Chief Executive Officer of Affin Hwang Investment Bank Berhad, said, "We are excited to be the first Investment Bank in Malaysia to offer a fully online account opening service for clients to begin trading in the stock market; using a smart, simple, and secure system that is neatly packaged in '**eInvest Go**'!

She continued, "This is a strong addition to the Bank's existing suite of investment services; using cutting-edge technology that will enable us to cater to an even wider range of investor profiles. This is indeed timely; given the COVID-19 pandemic and many concerns that arose throughout these tough times. With the latest introduction of '**eInvest Go**', our clients can now have peace of mind from opening a trading account, to trading and investing online anytime, anywhere."

Wong Yoke Weng, Managing Director of Securities at Affin Hwang Investment Bank Berhad added, "It is crucial for us to stay relevant in a digital world; where our clients' demands and expectations are constantly evolving. We have witnessed a significant increase in retail clients' participation in the stock market throughout the COVID-19 pandemic, with over 70% of our client trades were done online. The launch of '**eInvest Go**' is a testament to our continuous efforts in unlocking more opportunities to better serve our clients."

Visit invest.affinhwang.com/einvest-go today, or contact the Bank's dedicated Customer Service team at +603-21771333 to begin your trading journey with Malaysia's leading Investment Bank!

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Additional note to media representatives:

- Kindly download the accompanying images here (14 MB): <https://we.tl/t-4wXGtY2jdC> | Password: Affin

ABOUT AFFIN HWANG INVESTMENT BANK BERHAD

Affin Hwang Investment Bank Berhad is a leading investment banking, securities, asset management and trustee group in Malaysia.

Founded in 1970, their business has a wide domestic coverage and strategic network throughout Malaysia, as well as strategic partnerships across Asia; providing greater reach in the Asian and global markets for institutional equities trading.

Affin Hwang Investment Bank Berhad provides a one-stop offering of all advisory and capital markets services, serving the full client spectrum of corporates, investment institutions, retail clients, high net worth individuals and capital markets counterparties, from both their main offices in Kuala Lumpur and Penang.

As one of Malaysia's leading independent bank-backed investment banking groups, they utilise their expertise to continually tackle the most compelling financial challenges and deliver pioneering solutions, as they commit people and ideas to help clients grow. Furthermore, and as part of their digital transformation initiatives, they are currently undergoing a "brand refresh" to better reflect their commitments to valued clients; emphasising trust, flexibility, collaboration and independent thinking.

Affin Hwang Investment Bank Berhad is part of the Affin Banking Group. To learn more, visit www.affinhwang.com.

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