

Press Release

21 October 2014

Affin Hwang Asset Management Collaborates with AXA-AFFIN Life Insurance and Pacific Trustees to Safeguard its Investors' Wealth

KUALA LUMPUR – A month after its merger completion announcement, Affin Hwang Asset Management Berhad (“Affin Hwang AM” or the “Company”) (formerly known as Hwang Investment Management Berhad), today announced its collaboration with AXA-AFFIN Life Insurance Berhad (“AXA-AFFIN”) and Pacific Trustees Berhad (“PTB”) to launch its **Wealth Protection & Wealth Distribution** service. Over the past decade, Affin Hwang AM has been assisting its clients to create wealth as well as building retirement funds through its fund management services such as unit trust funds and wholesale funds as well as Private Retirement Scheme. The Wealth Protection & Distribution services is an added service which Affin Hwang AM is offering to complement its wealth creation services, which Affin Hwang AM currently has in place. The new service brings the three important wealth management aspects; wealth creation, wealth protection and wealth distribution under one roof.

Chan Ai Mei, Chief Marketing Officer of Affin Hwang AM said, “We have been assisting our clients to create wealth as well as building their retirement fund for over a decade. There was a natural need from our clients to protect their wealth for their loved ones and their next generation. We know and understand that safeguarding their wealth and ensuring that it is well-protected is also an important aspect of wealth management. As such, we have worked with our partners, AXA-AFFIN and PTB to provide a value-add service that would complement our existing wealth offering to extend from wealth creation to wealth protection and distribution.”

Affin Hwang AM believes that every individual should have a protection plan coverage that provides a measure of financial security for them and their loved ones. The Company understand its importance and are honouring its clients with a **complimentary** group term life insurance. Ai Mei continued, “We have identified two (2) funds that allow our investors to enjoy free term life insurance coverage of up to RM400,000. This coverage is covered up until they are 64 years old. Instantly, we have made over 1,200 clients of ours automatically covered. All they would need to do is to let us know who they would like to name as their beneficiary(ies).”

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“With the recent bout of uncertain events that have taken place, such as the Ebola outbreak, the missing of MH370 and MH17 tragedy, we believe that this new service would add value to our existing as well as new clients that invests directly with us. As the benefit will be fully borne by Affin Hwang AM, only two (2) of Affin Hwang’s flagship funds are chosen to be under this coverage scheme.”

Ai Mei added that wealth distribution is also an important aspect when it comes to wealth planning. Will writing and trust nomination ensures that the wealth and assets are distributed to the dedicated beneficiaries without having to go through a long and tedious process. “With this new service, our clients now can determine who they would like to pass on their investments and assets to when they are no longer around. We understand that having fast accessibility to funds is of utmost importance when one has passed on. Therefore, under the Trust Nomination service, beneficiary(ies) can access the wealth created with Affin Hwang AM by the deceased, within 14 working days upon submission of the death certificate and other supporting documents,” she said.

Leveraging on the strength of the Group after its merger, Affin Hwang AM chose to partner with AXA-AFFIN, who is also a member within the Affin Holdings Group to provide the complimentary coverage. The Company partnered with PTB because it has over 20 years of experience in managing corporate and individual trusts and is an independent, non-bank backed trust company.

Visit www.affinhwangam.com/protect for the complete details on the Wealth Protection & Wealth Distribution platform.

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About Affin Hwang Asset Management Berhad

Affin Hwang Asset Management Bhd (“Affin Hwang AM” or the “Company”) (formerly known as Hwang Investment Management Bhd) was incorporated in Malaysia on 2 May 1997 under the Companies Act 1965 and began its operations under the name Hwang-DBS Unit Trust Berhad in 2001. In early 2014, Affin Hwang AM was acquired by the Affin Banking Group (“Affin”) and hence, is now supported by a major home-grown financial services conglomerate. Affin has over 38 years of experience in financial industry which focuses on commercial, Islamic and investment banking services, money broking, fund management and underwriting of life and general insurance business. Additionally, Affin Hwang AM is also 30% owned by Nikko Asset Management Asia, a wholly-owned subsidiary of Tokyo-based Nikko Asset Management Co. Ltd, a leading independent Asian investment management franchise.

Affin Hwang AM distributes its funds through the following various channels; in-house/internal sales team, IUTA (Institutional Unit Trust Advisers) & CUTA (Corporate Unit Trust Advisers) and Unit trust Consultants. Its head office is located in Kuala Lumpur and has a total of 5 main sales offices located in Peninsular and East Malaysia. They are in Penang, Ipoh, Johor Bharu, Kuching and Kota Kinabalu.

As at 30 September 2014, Affin Hwang AM has a total of 61 funds, 32 unit trust funds and 29 wholesale funds. The Company offers a complete and essential range of products, comprising conventional equity, balanced, bond, money market, capital guaranteed, capital protected, global, structured and feeder funds, as well as Shariah-compliant equity, Islamic money market instruments and Islamic fixed income funds.

Since its inception in 2001, Affin Hwang AM has achieved an exponential growth in its total assets under management (AUM). As at 30 September 2014, the total AUM, comprising in-house unit trust funds as well as corporate and discretionary portfolios stood at approximately RM 29.4 billion.

Awards Received in 2014

1. The Edge - Lipper Fund Awards 2014

- Affin Hwang Select Opportunity Fund (formerly known as Hwang Select Opportunity Fund): Equity Malaysia Diversified – 5 Years
- Affin Hwang Select Balanced Fund (formerly known as Hwang Select Balanced Fund): Mixed Asset MYR Balanced – Malaysia, 5 Years
- Affin Hwang Select Balanced Fund (formerly known as Hwang Select Balanced Fund): Mixed Asset MYR Balanced – Malaysia, 10 Years
- Affin Hwang Select Income Fund (formerly known as Hwang Select Income Fund): Mixed Asset MYR Conservative – 5 Years

2. Morningstar Fund Awards 2014

- Affin Hwang Aiiman Growth Fund (formerly known as Hwang AIIMAN Growth Fund): Best Islamic Malaysia Equity Fund

3. Asia Asset Management 2013 Best of the Best Awards

- CEO of the Year, Malaysia
- CIO of the Year, Malaysia

4. 2013 EPF External Portfolio Managers

- Best Domestic Equity Portfolio Manager Year 2013 - Runner Up

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