

# Affin Hwang Asset Management Berhad

(“Affin Hwang AM”)

## ABOUT AFFIN HWANG

Affin Hwang Asset Management Berhad (“Affin Hwang AM”) was incorporated in Malaysia in 1997, and began operations under the name Hwang-DBS Capital Berhad in 2001. In early 2014, Affin Hwang AM was acquired by Affin Banking Group, and is now supported by a home-grown financial services conglomerate. Affin Hwang AM is also 27% owned by Nikko Asset Management International Limited, a wholly-owned subsidiary of Tokyo-based Nikko Asset Management Co. Ltd., a leading investment management franchise in Asia.

As a pioneer in the industry known for its entrepreneurial roots, Affin Hwang AM has successfully grown to be amongst the top three largest asset management companies in Malaysia with more than MYR 60 billion of assets under management (*as of June 30, 2020*). Under its active investment solutions, Affin Hwang AM offers access to a wide range of asset classes including equities, fixed income, as well as structured products, providing exposure in both global as well as domestic markets through conventional and Sharia-compliant solutions.

As one of the largest asset managers in Malaysia, known for its actively managed solutions, we ventured into the passive space under the brand name “TradePlus” in 2017. Given the significant growth and demand for passive solutions globally, we saw an opportunity to fill a gap in the market for passive solutions in Malaysia.

We subsequently debuted our first Exchange-traded Fund (“ETF”) i.e. the Tradeplus Shariah Gold Tracker in December 2017. The Gold ETF which is backed by physical gold is also the first Sharia-compliant commodity-backed ETF in the country. By providing investors with a cost efficient and Sharia-compliant way to gain exposure to gold, the Gold ETF has raised more than MYR 40 million in size year-to-date.

The firm quickly stepped up its game in 2019 and launched a total of five new ETFs. Instead of offering simple delta-one ETFs, the firm decided to launch a thematic ETF that focused on sectors which will benefit from the emergence of the New China Economy.

This was followed by the country’s first leveraged and inverse ETF (L&I ETF) series tracking the Technology sector and Chinese companies listed in Hong Kong. With heightened volatility in markets, the L&I ETF would provide investors the opportunity to amplify returns or hedge against losses by employing sophisticated investment strategies in a low-cost structure.

As we strive to continuously improve our product offerings, we are constantly on the lookout for innovative indices that can bring value to our investors’ portfolio.



**AFFIN HWANG  
CAPITAL**  
Asset Management

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## WE ARE HERE FOR ONLY ONE REASON

Affin Hwang AM is here to help our clients build their wealth. Premised upon this belief, we strive to continuously innovate to bring new solutions that will help our investors grow their wealth in the changing investment landscape.

Whether it is active or passive, we want to offer a wide range of solutions that allow our clients to customize their portfolio in accordance to their needs be it from a perspective on cost, risk, or timing.

## WHAT IS TRADEPLUS DWA MALAYSIA MOMENTUM TRACKER?

Listed on Bursa Malaysia on July 15, 2020, the product is easily accessible by investors either through their brokerage account or through Affin Hwang AM's appointed Participating Dealers (or commonly known as Authorized Participants) for larger sizes.

TradePlus is accessible in numerous ways that cater to different preferences of investors. Investors may find information on our dedicated ETF website ([www.tradeplus.com.my](http://www.tradeplus.com.my)), or may follow us on our social media platforms (such as Facebook, Instagram, & Telegram) to receive the latest updates from us. We also have a team of dedicated ETF Specialists who attend to investors' queries via WhatsApp, phone or email. We also host various webinars and seminars as part of our education efforts.

## OUR COLLABORATION WITH NASDAQ

We are proud to be able to have a partnership with Nasdaq to bring the Nasdaq Dorsey Wright & Associate Model (DWA) strategy to Malaysian investors.

The partnership will see the launch of the TradePlus DWA Malaysia Momentum Tracker, Malaysia's first momentum smart beta ETF. The ETF will bring to the market a differentiated strategy that gives investors the opportunity to participate in high-momentum domestic names through a low-cost investment vehicle.

The ETF will also enable TradePlus to broaden its solutions by expanding its geographical reach. The ETF will further complement our suite of passive investment solutions as it will be TradePlus' first Malaysian-centric offering.

We are delighted with the support extended across the various teams within Nasdaq. The development process was seamless, and the team in Nasdaq was responsive when attending to our queries. We believe that this has been crucial in helping us launch our product in a timely manner.

We are constantly on the lookout for collaborative opportunities, and have lined up ETF solutions that investors may use as building blocks for their portfolio. We will also be looking towards growing our ETFs to an optimal size by ramping up our marketing efforts.

"We are delighted with the support extended across the various teams within Nasdaq. The development process was seamless, and the team in Nasdaq was responsive when attending to our queries."

- Chong Lee Choo,  
Director of Innovation Lab &  
Alternative Investments, Affin  
Hwang Asset Management

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