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AmInvest targets millennials to save for retirement through its new digital channel

AmInvest, the seven-time winner of Malaysia's Best Investment Management Company¹ award makes retirement savings easy, accessible and affordable for millennials and tech-savvy prospects with the launch of its online Private Retirement Scheme (PRS) fund subscription channel. Potential subscribers can now sign-up for AmPRS funds (both conventional and Shariah-compliant funds²) at www.easicircle.com with zero sales charge through its fully optimized digital experience, with accessibility across all devices.

With this digital foray, AmInvest offers a swift opportunity for the young subscribers (aged 20 to 30) to capitalize on the government's one-off PRS Youth Incentive of RM1,000 (with a minimum contribution of RM1,000) which ends this year on 31 December 2018³. For those in the job market, they can also enjoy the maximum tax incentive of RM3,000³, upon successful PRS subscription. AmInvest is confident of achieving 10,000 new sign-ups by 31 December 2019.

"Customer experience has always been the core of our retail strategy and thus, we have taken the first step to digitize our front-end customer interaction process. During the PRS online subscription process, investors will be educated on the key features of AmPRS by our virtual fund managers", said Ms Goh Wee Peng, Chief Executive Officer (CEO), AmInvest.

To encourage potential subscribers, who include millennials to save for retirement via the online platform, Easicircle Sdn Bhd (Easicircle) will be rewarding investors who are members of www.easicircle.com with e-vouchers⁴ worth up to 8% of the contribution amount made for PRS. The e-vouchers⁴ can be redeemed for purchase of lifestyle goods at www.easimall.com.

“At Easicircle, we aspire to make savings for retirement a fun and rewarding experience. Members of www.easicircle.com will be rewarded with e-vouchers⁴ upon approval and activation of their respective PRS accounts with AmInvest. This allows our members to earn more value for each ringgit invested into AmPRS funds,” said Gan Hui Ping, CEO, Easicircle Sdn Bhd.

“AmInvest is aligned with AmBank Group’s digital transformation initiatives and we will continue to spark the change in AmInvest whilst growing our customer base. Today’s launch is just the beginning of our venture into the e-business and we are looking forward to win over online investors with our unit trusts funds very soon,” Ms Goh enthused.

About AmInvest

AmInvest is the brand for the funds management business of AmFunds Management Berhad and AmIslamic Funds Management Sdn Bhd both of which are wholly-owned subsidiaries of AmInvestment Bank Berhad. AmInvest is a multiple award-winning funds management house based in Malaysia with more than 35 years of investing experience. It manages unit trust funds, wholesale funds, institutional mandates, Exchange Traded Funds (ETF) and Private Retirement Scheme (PRS) funds, encompassing both conventional and Shariah-compliant funds.

Sources & Notes:

¹ World Finance Investment Management Awards 2012,2013,2014,2015,2016,2017 and 2018, based on information extracted from www.worldfinance.com. as at 25 September 2018.

² While our Shariah-compliant funds have been structured to conform to Shariah principles, investors should seek their own independent Shariah advice prior to contributing to any of our Shariah-compliant funds.

³ Terms and conditions apply. Details at www.ppa.my

⁴ Upon approval of your AmPRS application by AmInvest, the e-voucher will be issued by Easicircle Sdn Bhd and may be redeemed at www.easimall.com. Easicircle Sdn Bhd reserves the right to change the terms and conditions of the e-voucher at their sole discretion with or without prior notice to you. For more information on redemption of the e-voucher, please visit www.easicircle.com.

For media enquiries, kindly contact Nancy Chow, Senior Vice President, Corporate Communications & Marketing, AmInvest at tel: 03-2036 1881 or email nancy-chow@ambankgroup.com

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