

Press Release for eUnittrust & FAME

MALAYSIAN RESERVE



FUNDS FOR ALL: Phillip Mutual Bhd (PMB) launched two online unit trust trading platforms, eUnittrust and Financial Access Made Easy (FAME) yesterday, offering investors access to more than 200 unit trust funds and 20 unit trust management companies. 'It's tailor-made for the public investor and the man on the street. It allows people to do their own analysis and compare the performance of each fund,' said Phillip Capital Management Sdn Bhd (PCM) MD Andy Lim Say Kiat (left) at the launch of the funds at the Mandarin Oriental Hotel in Kuala Lumpur yesterday. Also present were (from left) PMB director Tan Sri Ir Talha Mohamad Hashim, PCM executive chairperson Datin Nona Salleh and PMB CEO Mohd Fadzli Mohd Anas. [SEE P8](#)

Phillip Mutual's e-trading platforms for unit trusts

By LEE CHERNG WEE

PHILLIP Mutual Bhd (PMB) launched two online unit trust trading platforms, eUnitrust and Financial Access Made Easy (FAME) yesterday, offering investors access to more than 200 unit trust funds and 20 unit trust management companies.

eUnitrust, aimed at retail investors, offers investors over 100 unit trust funds from 16 different houses.

PMB said distribution costs through this service are 50% to 60% lower compared to the conventional methods and will be passed on to investors.

"It's tailor-made for public investor and the man on the street. It allows people to do their own analysis and compare the performance of each fund," said Phillip Capital Management Sdn Bhd (PCM) managing director Andy Lim Say Kiat. PCM is PMB's sister company under PhillipCapital Group.

Meanwhile, FAME provides more sophisticated tools for financial planners to monitor their clients portfolio. A total of 200 unit trust funds produced by 19 fund houses are available on FAME.

The platforms were launched following the Secu-



(From left) Lim and Mohd Fadzli at the launch of eUnitrust.com.my and Financial Access Made Easy in Kuala Lumpur yesterday

rities Commission's decision in August to allow institutional unit trust agents (IUTAs) to distribute funds through the internet. PMB's offering of 200 unit trust covers about 50% of the total unit trusts available in the market.

PMB CEO Fadzli Anas said the company is aiming to extend its coverage to two-thirds of all local unit trusts in the next three to six months.

Lim expects growth in the usage of eUnitrust to be slow due to the current soft market conditions and the fact that this is the first time local investors are exposed to online unit trust trading.

"In Singapore, 30% of unit

trust funds are distributed online. This will be a good target for us," he said.

Compared to its competitors, PMB offers a wider selection of unit trust funds and companies, said PCM executive chairperson Datin Nona Salleh.

"The number of financial planners using our platform is also higher," she said.

Commenting on fund redemptions due to the bearish market, Nona said PCM has not seen unusual redemption.

"There are no huge redemptions on our side, just normal redemption. On a net basis, we have more buyers than sellers," she said.

'Don't pick the mart's bottom'

INVESTORS should not anticipate the market's bottom but rather apply the dollar-cost averaging method and buy more as the market drops further, said Phillip Capital Management Sdn Bhd chief investment officer Ang Kok Heng.

"Investors should buy around the bottom rather than guessing when is the bottom. Aggressive investors can go for stocks which have drop hugely.

There are some companies that have declined 70%. A more conservative investor can look at blue chip stocks. Some of them have dropped more than 50%," he said after his investment talk entitled "Shaken But Not Out" yesterday. In his talk, Ang noted that despite the strong financials, Asian markets plunged more than the financial crisis a decade ago.

"The 62% plunge is beyond the fundamentals. This is because of outflow of funds back to the US as the US dollar appreciates.

Foreign funds don't want to hold on to asset classes where the currency is depreciating," he said.

Ang expects the US dollar to decline as the Federal Reserve is printing more money and the US huge budget deficit. — Lee Cheng Wee

NANYANG SIANG PAU

亚洲市场基本面持稳 大马不会陷入衰退期

(吉隆坡 19 日讯) 基于亚洲出口维持稳健、庞大来往帐项盈余和储备，以及中国的崛起，促使亚洲市场的基本面还是维持稳健，因此大马不会进入衰退期。

辉立资产管理公司总投资长洪国兴表示：“尽管亚洲出口至美国的领域自去年开始下滑，但是亚洲整体的出口还是维持稳健，主要是因为中国和其他新兴市场的支撑。而这也显示我们对美国的依赖逐渐减少。”

他今日在辉立资产管理公司的投资讲座，发表上述言论。同时，辉立资产管理也推介两个线上信托单位平台，即是 eUnitrust 和“简易金融管道”(Financial Access Made Easy, 简称 FAME)。

亚洲外储增长 6 倍

洪国兴指出，亚洲国家的储备也较 10 年前 (1997 年金融风暴时期) 更高。亚洲 (除日本外) 的外汇储备已经较 10 年前增长 6 倍，而中国的外汇储备则较 5 年前增长 6 倍。

尽管亚洲财务状况表现不俗，但是亚洲股市跌破 10 年前的水平，并跌破亚洲股市基本面的 62%。因此，他认为，亚洲股市大挫并不是基本面的问题引起

的。
“随着亚洲股市的大跌，造成大部分亚洲股项的估值偏低。在这个情况下，虽然亚洲公司的盈利将会减少，但是大部分的亚洲公司将会度过这次的金融风暴。”

“我们不能预测股市将会何时触底，因此我们建议投资者尝试在接近触底的时候买入，而不是等待股市触底时才买入。”

至于推荐领域，他说：“这要视乎投资者的投资策略。对于比较保守的投资者，可以尝试买入表现稳健的蓝筹股。”

他也指出，目前是买入蓝筹股的最佳时机。



● 辉立资产管理今日推出两个线上信托单位平台，即是 eUnitrust 和“简易金融管道”(Financial Access Made Easy, 简称 FAME)。左起为林世杰、辉立共同基金董事丹斯里达哈、诺娜和辉立共同基金总执行长莫哈末法兹里。

辉立推出 2 信托单位平台

另一方面，针对辉立资产管理今日推出的两个信托单位平台，该公司董事经理林世杰表示：“由于大马的网络渗透率逐渐增长，以及股市正处于修正时期，因此目前是推出这两个平台的最好时机。”

他指出，转为财务规划师而设的 FAME，将能够利用 FAME 平台内的 19 家基金管理公司所推出的 200 个信托单位基金，来

进行财务规划。

“目前大马拥有多达 400 至 500 个信托单位基金，而我们的平台已经占了近一半。因此，我们计划在未来 3 至 6 个月内，增加平台内的信托单位基金至整个市场的三分之二。”

此外，他也希望，辉立资产管理在大马线上的信托单位销量能够在 1 或 2 年内达到 30% 的销量目标。

至于辉立共同基金 (Phillip Mutual) 旗下管理的基金蒙受亏损，他说：“随着证券监督委员会推出新政策，即是允许第三者透过网络分销基金，我们将有望转亏为盈。”

辉立资产管理执行主席诺娜补充，证监会另一个新政策也允许证券交易商将所有业务的交易执照统一为单一执照，而这也有望让该公司转亏为盈。

“我们可能将会于明年完成上述统一交易执照的活动。”

ORIENTAL DAILY

逾200基金產品 輝立信托推線上交易

(吉隆坡19日)新加坡历史悠久的财务管理公司辉立信托亦相继推出其线上交易平台,即eunittrust.com.my及FAME。

该平台是针对独立财务规划师而设,允许财务规划师销售该公司提供的基金产品。该平台提供19家单位信托管理公司逾200项基金产品。

「目前,我们是规模最大的第三方线上单位信托分销商及资产管理公司,并且可为投资者及财务规划师提供最广泛的基金产品,与其他竞争者相比,这是我们的优势。」辉立资本管理有限公司执行主席诺娜是在该平台的推介礼后,向记者如此表示。

此外,辉立信托将会在未来半年内,与更多的基金公司接洽,以发售更多基金产品。

在新加坡,该公司的线上股票及单位信托交易业务占其营业额50%的比重。

辉立资本管理公司的董事经理林世杰表示,国内互联网使用率非常高,加上市场进入调整的阶段,对于投资者来说,是投资单位信托的好时机。

eunittrust.com.my的使用率成长预计会缓慢,因为市场趋于疲软,而且这是人们首次接触单位信托的线上交易。然而我们很难预计有多少人使用。但我们有信心,在大马推出的平台将吸引更多投资者及财务规



划师使用。」
辉立信托董事丹斯利纳度塔哈(左3)为该公司主持产品推介礼,左起为辉立信托首席执行官法斯里、林世杰及执行主席诺娜。

划师使用。」

在新加坡,该公司在线上分销近30%的单位信托产品,而在未来的1至2年内,该公司相信它可以在大马达到在线上分销近30%的单位信托产品的目标。

诺娜表示,尽管单位信托的净资产价值截至今年9月份整体下滑12%,不过,该公司并没出现大量赎回的现象。

无论如何,该公司有信心,其产品的净资产价值将会会上扬。

