

**PRESS RELEASE: Embargo until 29 August 2014**

## **Fundsupermart Announces Landmark Change in Unit Trust Sales Charges**

*Singapore, 26 August 2014* – Fundsupermart Singapore has unveiled a fundamental change to its pricing structure. From 1 September 2014, investors will be able to access all fixed income funds at 0% sales charge. This move marks a total departure from sales charges on fixed income funds, and represents a landmark change in the unit trust distribution industry.

In June 2012, Fundsupermart partnered nine asset managers to launch WISE – Where Income and Savings are Enhanced. A total of 63 fixed income strategies from these nine asset managers were made available to all investors at a sales charge of 0%. The new pricing structure expands on the offering, allowing investors to gain exposure to a total of 169 fixed income strategies at no upfront costs.

“The rationale for the WISE initiative was to give investors the ability to break even from their lower-risk fixed income funds from the day they embark on the investment, similar to bank deposits which start accruing interest from day one,” explains Wong Sui Jau, General Manager of Fundsupermart Singapore. “Over the last two years, we saw very strong interest and healthy take up for WISE. As a result, we also received repeated requests from our investors to expand the programme. We want our investors to take advantage of this new pricing structure to enhance their yield in this current low interest rate environment.”

### **ABOUT FUNDSUPERMART**

Fundsupermart.com is the online unit trust distribution arm of iFAST Financial Pte Ltd. Fundsupermart.com also provides a transactional platform for SGS bonds. It carries the Capital Markets Services (CMS) License and Financial Adviser (FA) License issued by the Monetary Authority of Singapore (MAS), and is also an appointed Central Provident Board (CPF) Investment Administrator.

iFAST Financial Pte Ltd is a wholly-owned subsidiary of iFAST Corporation Pte Ltd. iFAST Corporation Pte Ltd is also present in Hong Kong and Malaysia. The two corporate shareholders behind iFAST Corporation are SPH AsiaOne Ltd and DMG & Partners Securities Pte Ltd.

[www.fundsupermart.com.sg](http://www.fundsupermart.com.sg)

**### END ###**

### **MEDIA CONTACT**

Jasmine Huang  
DID: +65 6439 3815  
[jasminehuang@fundsupermart.com](mailto:jasminehuang@fundsupermart.com)