

## **PRESS ADVISORY**

# **FINANCIAL ADVISERS GO WIRELESS**

They can now serve investors anytime, anywhere, changing the face of the financial planning industry in Singapore.

*Singapore, 10 Aug 2005* – A new chapter has opened in the financial advisory business here. iSIGN and iPASS are two new services launched by iFAST Financial Pte Ltd, that allow financial institutions and advisory companies to go completely wireless. These services use 3G technology and are the first of its kind in the financial advisory industry in Singapore. That means your financial adviser can serve you – the client, anytime, anywhere, even in the comfort of your home.

Currently, financial institutions and advisers spend a lot of time filling in forms, and following various processes, before being able to execute transactions for clients. Mobility and efficiency are severely restricted. Especially when clients are hard to reach, or when there are numerous transactions to be handled on the same day.

iSIGN uses a 3G card, a mobile image scanner and signature pad, to eliminate physical forms and allow both transactions and registrations of new accounts to be fulfilled online in a single step. iPASS removes the need for the physical presence of either adviser or client for verifications and authorizations. It allows transactions to be completed online using passwords. This enables transactions to be processed even when advisers and clients are at different places.

### **Faster Response To Market Movements**

An increase in efficiency isn't the only advantage. iSIGN and iPASS also allow advisers to respond more quickly to developments in the market. CEO and Chairman of iFAST, Lim Chung Chun explains how this new technology could change the face of the industry: "With this technology, even with unexpected major market moving events, advisers can now easily carry out transactions for even a hundred clients, no matter if they are overseas or in Singapore. Previously, this would not have been possible.

We believe that financial advisers will emerge as key players within the wealth management industry, eventually surpassing the dominant banks. To get there, they need to be supported with the infrastructure that will improve their efficiency, effectiveness and professionalism."



iFAST Corporation Pte Ltd

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#### MEDIA LAUNCH OF ISIGN AND IPASS

Come for the launch of iPASS and iSIGN and get further details on these two new services. You'll also view a "live" demonstration as well as hear from our CEO, Mr. Lim Chung Chun, and the Executive Director of the Investment Management Association of Singapore (IMAS), Mr. Andrew Quek. Mr Lim will also be available for interviews with the media. Details of the event are below:

Date: 18th August 2005,

Time: 10 am to 12 pm

Venue: Meritus Mandarin Singapore,  
4th Floor, Grand Tower, Belvedere Room

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