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Southeast Asia's largest online unit trust distributor celebrates its 10th year anniversary and shares its vision for Malaysia

Increasing liberalisation of Malaysia's financial sector spells good news for Malaysian investors as they will have more choices to diversify their holdings into global markets via unit trusts, says Fundsupermart.com.

Kuala Lumpur, 4th February 2010 – Fundsupermart.com, Southeast Asia's largest online unit trust distributor, celebrates its 10th year anniversary this year. At a luncheon for Malaysia's press members held at One World Hotel, Mr Lim Chung Chun, CEO and chairman of iFAST Corporation Pte Ltd, the parent company of Fundsupermart.com, recalled the company's beginning back in January 2000.

“At the start of 2000, investors in Singapore were ecstatic over the technology sector and speculating on which dot.com company would deliver the quickest returns in the shortest time possible. We saw how irrational exuberance could lead to investors throw all investment principles aside to focus on short-term gains. However, we knew from the very start that to build a robust long-term portfolio, investors should not focus on one single sector. This is why we have focused on providing the best research analyses into global markets and unit trusts right from the very start,” said Mr Lim.

That objective – the focus on providing investors the best analyses on how to diversify their portfolios into global markets and asset classes – is best encompassed in Fundsupermart.com's mission statement, namely, “To help investors around the world invest globally and profitably”.

In the last decade, investors have faced a number of challenges; the technology bubble burst in 2000, the SARS crisis hit a few years later and the recent global financial crisis led to comparisons to the Great Depression. A globally diversified portfolio would have benefited investors throughout these crises. In Singapore, investors at Fundsupermart.com have access to 370 unit trusts managed by over 30 fund houses. Unit trusts provide easy access to global asset classes in a relatively low-cost manner.

“Investors globally want to make money by making wise investment decisions at the lowest cost possible. At Fundsupermart.com, our belief has always been to focus on providing our services to enable investors to achieve that objective,” said Mr Lim.

Fundsupermart.com started its foray into a new market – Hong Kong – in 2007. The Fundsupermart.com website was launched in Hong Kong in July 2007. Shortly after, iFAST Corp signed a joint venture agreement with OSK Investment Bank Bhd to prepare for its entry into the Malaysian market. In August 2008, Fundsupermart.com was launched in Malaysia.

“The trend in Malaysia is clearly towards greater liberalisation of the financial industry. Like in Singapore and Hong Kong, where investors have easy access to a wide range of globally-invested unit trusts, Malaysian investors can expect to have more globally-invested unit trusts on Fundsupermart.com Malaysia, which will help to provide excellent opportunities to diversify their portfolios and tap on exciting markets and asset classes globally,” said Mr Dennis Tan, Managing Director of iFAST Capital Sdn Bhd.

With a local presence in four markets – Singapore, Hong Kong, Malaysia and India (Fundsupermart.com India was launched in April 2009) and a regional team consisting of 24 research and content analysts – Malaysian investors can expect to tap on top research and content analyses on global markets and unit trusts. “With more global funds to choose from, Malaysian investors can come to Fundsupermart.com Malaysia for our recommendations on unit trusts as well as how to build a portfolio which meets their needs, ranging from conservative, balanced to aggressive,” said Mr David Koay, Research Analyst, Fundsupermart.com Malaysia.

Mr Eddy Wong, Research Manager of Fundsupermart.com Hong Kong, and Mr Wong Weiyi, Research Manager of Fundsupermart.com Singapore, also shared their views on the current state of the US, China and the global emerging markets. For 2010, Fundsupermart.com favours equities over bonds, and among equities of regional markets, global emerging markets emerge as their favourite. Within Asia, South Korea is their top single-country market. Fundsupermart.com is also upbeat on the global financial sector and high yield bonds.

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