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## **FSM Launches “Bond Fund @ 0%”**

*18 September 2012, Hong Kong* – Fundsupermart.com (FSM) launches a new pricing initiative “Bond Fund @ 0%” with effect from 3pm, 20 September 2012, bringing the sales charges of ALL our fixed income funds down to 0% permanently. It is a bold step for us and a new concept of investing for investors.

Under the new initiative, more than 100 fixed income funds managed by over 20 esteemed names from the asset management industry – Franklin Templeton, Fidelity, Allianz, to name a few – that cover almost the entire fixed income universe are sold at 0% sales charge. We ensure an abundance of quality picks are available for investors with all types of investment requirements (see the attachment for details).

There are actually plenty of alternatives for investors seeking higher yield on their investments. There are savings plans, dual-currency fixed deposits, and more. The setback with these products, however, is that they all have to be purchased with some sort of sales charge. This is where “Bond fund @ 0%” comes in. Investors will start earning yield on their full investment from the first day of transaction. While bond fund platform fee applies, this is charged on a quarterly basis at only 0.05% per quarter. This gradual deduction gives investment more time to compound returns.

Eddy Wong, General Manager of Fundsupermart.com (HK), is confident on the new initiative. “The funds available at FSM span across various bond categories, from low-risk US dollar and global bond funds to the higher-risk strategies such as high yield bond funds. Whether investors want to enhance the performance of their equity investment portfolio through the incorporation of some fixed income, or just want to improve the yield on their income without taking on too much risk, we are confident everyone will be able to benefit from our initiative.”

Along the line, FSM has also launched a brand new Bond Fund page to answer all fixed income-related queries, with regularly updated list of highest yielding funds, Bond Fund Selector and qualitative write-ups to help investors stay tuned on recent happenings of the market and make informed investment decisions. Starting from 20 September 2012, investors can gain access to the new page by clicking “Bond Fund @ 0%” on the FSM homepage.

The logo for iFAST, featuring the word "iFAST" in white, lowercase letters on a dark blue rectangular background.

iFAST Corporation Pte Ltd

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#### IMPORTANT INFORMATION

This article is not to be construed as an offer or solicitation for the subscription, purchase or sale of any fund. No investment decision should be taken without first viewing a fund's prospectus. Any advice herein is made on a general basis and does not take into account the specific investment objectives of the specific person or group of persons.

Investment involves risks. The price of securities may go down as well as up, and under certain circumstances an investor may sustain a total or substantial loss of investment. Past performance is not necessarily indicative of the future or likely performance of the fund. Investors should read the relevant fund's prospectus for further details including the risk factors before making any investment decision. An Investor should make an appraisal of the risks involved in investing in these products and should consult their own independent and professional advisors, to ensure that any decision made is suitable with regards to their circumstances and financial position. The above materials are issued by iFAST Financial (HK) Limited and have not been reviewed by the SFC.