

Fundsupermart.com Launches Chinese Website

Singapore, 6 July 2006 – Fundsupermart.com (“FSM”), the online division of iFAST Financial Pte Ltd, will be launching its Chinese website on 6th July 2006, to reach out to the Chinese-speaking clientele in Singapore and beyond. FSM is the first industry player in the unit trusts retail market targeting the Chinese investors.

According to research statistics, there is a sizeable population of Chinese speakers in Singapore. Among those falling under the age group of 25-50 years old, 54.5% of them speak Chinese and other languages, while 38.3% of them speak only Chinese. The volume of unit trust purchases online among the Chinese speakers was found to be relatively low.

Fundsupermart.com recognizes that there is a gap in the market as there is a lack of Chinese resources and literature for Chinese-speaking investors. The launch of the Chinese website would bridge this gap in the market. To ensure that they would be able to manage their investments online, we will conduct training sessions for the Chinese investors.

“There is a lack of resources in the market for Chinese-speaking investors. At the same time, we recognize that Chinese-speaking investors are no different from English ones and they also want good investment content. FSM’s Chinese website aims to meet their needs”, said Mr Wong Sui Jau, General Manager of iFAST Financial Pte Ltd.

Apart from the domestic market in Singapore, FSM is also looking at expanding its business overseas. It is planning to open an office in Hong Kong this year to tap into the booming Chinese market. FSM believes this has huge potential, as the people are becoming more internet-savvy and open to investing their money in financial instruments such as unit trusts and insurance products.

As part of FSM’s efforts to create awareness of its Chinese website and to engage the Chinese-speaking community in Singapore, it will be running a series of advertisements in the new Chinese newspaper, My Paper and Zaobao.com, the online version of Lianhe Zaobao, the leading Chinese newspaper in Singapore. In addition, it is planning to co-organize a fundhouse talk, to be conducted in Mandarin, jointly with Deutsche Asset Management Asia on 20 July. Ms Zhang Yiqian, fund manager of the DWS China Equity Fund, will be the guest speaker for the event. The details of this event will be made available to the public at a later date.



iFAST Corporation Pte Ltd

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