

FOR IMMEDIATE RELEASE

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iFAST To Start A Revolution In The IFA and Fund Industry!

24 July 2008, Hong Kong – iFAST Corporation Pte Ltd (“iFAST Corp”) announces today the launch of its business-to-business (B2B) platform – iFAST Financial Integrated Wealth Management Platform (“iFAST Financial”) – in Hong Kong. iFAST Financial provides integrated mutual fund products and services to Independent Financial Advisers (IFAs) and their customers in Hong Kong. Singapore-based iFAST Corp launched its retail business Fundsupermart.com in Hong Kong in July last year.

Mr Lim Chung Chun, Chairman and CEO of iFAST Corp, says, “Investors in Hong Kong lack a “one-stop shop” for their financial planning needs. Some of them are investing via complicated structured products with lots of hidden costs or risks. The launch of iFAST Financial will pave the way for a new breed of personal financial intermediaries. No longer will consumers need to be tied to any long-term structured products when they want investment exposure. Their advisers can now select pure mutual funds without the complicated structures from a wide range to construct their clients’ portfolio.”

Through iFAST Financial, advisers are also able to initiate a mutual fund transaction ONLINE without having to physically meet their customers. “Imagine that a customer is on an overseas trip and the markets have just moved dramatically. His adviser calls to inform that he urgently needs to rebalance his portfolio. He can immediately approve the necessary transactions via his laptop, wherever he is, and have the assurance that he has made the necessary portfolio adjustments in the shortest time possible,” adds Mr Lim.

Mr Lim highlights that whilst investors need financial advice from professionals such as IFAs, the IFAs themselves need a wide range of support services to provide better advisory services to their clients. “iFAST Financial is here to meet these needs in the market. We are very excited about this launch and we would like to bring our successful experience of helping IFAs and investors in Singapore to Hong Kong.”

The services which iFAST Financial is providing to the Hong Kong IFA industry include:

- **Broad mutual fund coverage and comprehensive research:**

iFAST carries wide mutual funds from 16 fund houses. The in-house research team provides independent research reports on the mutual funds and the markets they invest in. Fund investment is an information-intensive affair, and having in-depth coverage will give investors the winning edge.

- **Integrated fund administration platform:**

iFAST Financial has developed its own proprietary fund transaction and administration system. This allows iFAST Financial to be highly responsive to the changing needs of the markets and the IFAs. The IFAs will experience cost savings on manpower, technology investments and other backroom needs, which will also free up their time to concentrate on their customers' portfolios and needs.

- **CRM and Financial Planning Software:**

Besides a transaction platform, iFAST Financial has also developed a comprehensive CRM and Financial Planning Software range that IFAs can install on their laptops and use to perform active portfolio management, portfolio rebalancing, automated reporting, among others. This will assist them tremendously in creating financial plans, reviews and reports for their clients.

To kick-start its Hong Kong B2B business, iFAST Financial is launching the first research seminar for IFAs on 1 September 2008. Its research team will deliver the market outlook to all financial advisers attending the seminar.

Visit www.ifastfinancial.com today for more details.