

FundsUPERmart Malaysia Launches its New FSM Mobile App

Malaysia, 22 June 2011 – FundsUPERmart Malaysia (FSM), the first premier online unit trust platform in Malaysia, has launched its FSM Mobile app, one that aims to provide “Global Investment Ideas. Anytime. Anywhere.”

FSM Mobile app enables users to retrieve the latest market and fund analyses and news, and track the funds they want to keep tab on. Earnings growth and the price earnings ratio of equity markets are available for users to have a gauge of how expensive or cheap a market is trading at.

Among the notable features of the app, the Portfolio Simulator allows users to customise their own portfolio based on the different market indices and see for themselves how diversification in different asset classes and sectors works. It is an easy and innovative tool for investors to have a taste of owning a global portfolio.

Another notable feature would be the Idea of the Week, where the FundsUPERmart.com team provides fresh investment ideas on a weekly basis.

Along with the app, FSM has also released a new suite of proprietary FundsUPERmart Indices (FSMI), the first of their kind in the market. These indices include the All Equity and All Bond indices and the geographically focused Asia ex-Japan Equity and Malaysia Bond indices, just to name a few. FSMI track the performance of the actively managed equity and bond funds in 7 different sectors.

At the launch of the FSM Mobile App on 22 June 2011, Dennis Tan, Managing Director of FundsUPERmart Malaysia explained that “mobile devices have enabled people to manage their investments on the go. Everyone needs information at their fingertips to make investment decisions and our app lets people stay in touch with the information anytime, anywhere.”

Lim Chung Chun, CEO and chairman of Singapore-based iFAST Financial Pte Ltd, the parent company of FundsUPERmart, said the FSM Mobile app will give investors a convenient way to keep track of funds and markets, as well as their own way to analyse funds and markets,



iFAST Corporation Pte Ltd

“Technology is changing the way we do things and keeping on top of markets is no different. The FSM Mobile app gives investors the updates and also the features for them to see how fund and market investing works.”

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