



**PRESS RELEASE**

**For Immediate Release  
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**ASNB LAUNCHES ROBO INVESTMENT ADVISOR (RIA)**

*New feature within myASNB app aims to simplify investing for all*

**KUALA LUMPUR, 11 March 2024:** Amanah Saham Nasional Berhad (ASNB), a unit trust management company under Permodalan Nasional Berhad, has unveiled RIA, a new feature within its myASNB app, designed to make investing easy and accessible to all Malaysians.

RIA, or Robo Investment Advisor, aims to address common challenges when making investment decisions while empowering individuals of all backgrounds to take charge of their financial futures with a user-friendly and personalised investment experience.

“We are excited to introduce RIA in the Malaysian market, marking a significant stride towards making investing more inclusive and accessible to our customers. This initiative resonates deeply with PNB’s renewed purpose ‘to uplift the financial lives of Malaysians across generations’,” said Muzaffar Othman, CEO and Executive Director of ASNB.

“With the introduction of RIA, investing is as simple as a touch, putting the power in our unitholders’ hands to navigate their financial future. At ASNB, customers are always at the centre of our heart as we strive to continuously improve our product and service offerings.”

With RIA, ASNB aims to simplify investing by offering personalised portfolios and automating key tasks like recurring deposits through its Auto Labur feature. RIA addresses concerns such as financial literacy, high investment minimums, and limited access to professional advice.

Starting with a minimum deposit of RM100, RIA caters not only to existing ASNB unitholders but also welcomes first-time investors with smaller budgets, offering transparent fees and easy investment process.

“At ASNB, our customers remain our top priority, and RIA epitomises our unwavering commitment to enhancing their financial journey through innovative products and excellent service,” added Muzaffar.

Powered by advanced algorithms, RIA builds customised portfolios based on individual risk tolerance and financial goals, ensuring portfolios remain aligned with investors’ objectives through automated rebalancing and dividend reinvestment.

Tailored to Malaysian investors, RIA supports popular local payment methods and is available in both Bahasa Malaysia and English for ease of use. Additionally, investors opening RIA portfolios through the myASNB app will enjoy a waiver of RIA's management fee (wrap fee) of 0.30% per annum until 31 December 2024.

Licensed by the Securities Commission Malaysia as a Digital Investment Manager, ASNB aims to redefine investment advisory with RIA, providing a convenient and innovative solution for Malaysian investors.

The roll out of RIA as a new feature in the myASNB app will be implemented in stages over the upcoming weeks. To start investing with RIA, download the myASNB app from the Apple App Store, Google Play Store, or Huawei AppGallery, register for a myASNB account, and select RIA.

Existing myASNB users can access RIA directly from the app to embark on a new investment journey.

For more information and to embark on your investment journey with RIA, visit ASNB's portal at [www.asnb.com.my](http://www.asnb.com.my).

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#### **About Permodalan Nasional Berhad (PNB)**

Permodalan Nasional Berhad (PNB) is one of the largest fund management companies in Malaysia with assets under management (AUM) exceeding RM300 billion. PNB's portfolio covers strategic investments in Malaysia's leading corporates, global equities, private investments and real estate. For over four decades, we remain focused in contributing to the wealth of Bumiputeras and all Malaysians and are dedicated to fulfilling our purpose to uplift the financial lives of Malaysians across generations. We are committed to sustainability, responsible practices, and the creation of an inclusive future that benefits both our stakeholders and the communities we serve. For more information, please visit [www.pnb.com.my](http://www.pnb.com.my).

#### **About Amanah Saham Nasional Berhad (ASNB)**

Amanah Saham Nasional Berhad (ASNB) is the wholly owned unit trust management company of PNB with 32 branch offices and more than 2,600 agents nationwide namely Affin Bank, Ambank, Alliance Bank, Bank Islam, Bank Muamalat, Bank Simpanan Nasional, CIMB Bank, Hong Leong Bank, Maybank, RHB Bank and Pos Malaysia. ASNB currently manages 17 unit trust funds with units in circulation (UIC) of approximately 280 billion units over 15 million accounts. For more information, please visit [www.asnb.com.my](http://www.asnb.com.my) or contact ASNB Customer Service Centre at 03-7730 8899.

#### **About RIA**

RIA provides digital investment management services to Malaysian investors, offering smart, convenient, and personalised portfolio management solutions. ASNB (Registration No. 197901003200 (47457-V)), as RIA's operator, is licensed and regulated by the Securities Commission Malaysia.

#### **Issued by Permodalan Nasional Berhad**