

## Press Release

01 December 2020

**Affin Hwang AM Rolls Out EDUSave Programme**

*With just RM100, investors can get started on their child's education planning journey through EDUSave.*

**KUALA LUMPUR** – Affin Hwang Asset Management Berhad (“Affin Hwang AM” or “the Company”) announced today the launch of the EDUSave programme which is a need-based solution for families to achieve their education savings goal. By kick-starting the savings journey, EDUSave helps families develop an early savings habit to prepare for the cost of their children’s education from pre-school right up to tertiary level irrespective of their background.

Through a detailed discussion with an education concierge service provided by the Company, EDUSave helps map out the cost of education including tuition fees and overseas living expenses to help families set an education savings goal target based on the preferred course. Local and overseas inflation is also taken into account to determine the savings target.

Despite the travel restrictions caused by the COVID-19 pandemic, many students with enrolment offers from universities abroad remain determined to fulfil their global education goals. More than 77% of international students surveyed stated they would be willing to take part in quarantine programs if it meant commencing on-campus learning sooner according to a global survey by IDP Connect.

**Esther Thye, Chief Customer Experience & Retail Sales Officer of Affin Hwang AM** said, “An education is one of the most valuable gifts a parent can give to their child. It helps unlock new opportunities and increase upward social mobility for them to fulfil lifelong dreams. This is especially as the world transitions to a new normal, where it is essential for children to be equipped with the skillsets that they need to navigate a changing work landscape.”

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“With an early start and a systematic plan in place, parents could be much further ahead when it comes to planning for their children’s education goals. As an added value proposition to the EDUSave programme, there is also insurance protection of up to RM200,000 when they enrol<sup>1</sup>,” Esther said.

Through EDUSave, parents can get started on their child’s education planning journey with just RM100. The funds are then channelled into a diversified portfolio of collective investment schemes that will provide regular income and moderate capital growth through exposure in global markets. Investors who are keen to learn more about EDUSave can visit <http://affinhwangam.com>.

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### References

1. Terms and conditions apply. Please refer to the Fund’s Prospectus and Product Highlight Sheet for more information.

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### About Affin Hwang Asset Management Berhad

Affin Hwang Asset Management Bhd (“Affin Hwang AM” or the “Company”) was incorporated in Malaysia on 2 May 1997 under the Companies Act 1965 and began its operations under the name Hwang-DBS Unit Trust Berhad in 2001. In early 2014, the Company was acquired by the Affin Banking Group (“Affin”) and hence, is now supported by a major home-grown financial services conglomerate. Affin has close to 40 years of experience in financial industry which focuses on commercial, Islamic and investment banking services, money broking, fund management and underwriting of life and general insurance business. Additionally, Affin Hwang AM is also 30% owned by Nikko Asset Management International Limited, a wholly owned subsidiary of Tokyo-based Nikko Asset Management Co. Ltd, a leading independent Asian investment management franchise. Its head office is located in Kuala Lumpur and has a total of 7 main sales offices located in Peninsular and East Malaysia. They are in Penang, Ipoh, Malacca, Johor Bahru, Kuching, Miri and Kota Kinabalu.

Affin Hwang AM’s core business is providing fund management services to private clients, as well as to retail clients via its stable of unit trust funds and private retirement schemes. The Company offers wide range of unit trust products and investment solutions with underlying investments comprising conventional equities, balanced, bond, money market, capital guaranteed, capital protected, global, structured and feeder funds, as well as Shariah-compliant equity, Islamic money market instruments and Islamic fixed income funds. Affin Hwang AM’s Shariah investment solutions are made available through its wholly owned subsidiary and Islamic investment arm, AIIIMAN Asset Management Sdn. Bhd. (“AIIIMAN”). Since its inception in 2001, Affin Hwang AM has achieved an exponential growth in its total assets under administration (“AUA”). As at 31 October 2020, the total AUA, comprising in-house unit trust funds as well as corporate and discretionary portfolios stood at approximately RM67.37 billion (combined AUA of Affin Hwang AM and AIIIMAN).

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