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**Maybank AM to grow AUM by up to RM210m via Schroder tie-up:** Maybank Asset Management Group Bhd (Maybank AM) is expected to see growth in its assets under management (AUM) by up to RM210 million in two years.

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## Maybank AM to grow AUM by up to RM210m via Schroder tie-up

*Its partnership with Schroder Singapore is to develop specialist investment solutions for the local sophisticated wealth market*

by NG MIN SHEN

MAYBANK Asset Management Group Bhd (Maybank AM) is expected to see growth in its assets under management (AUM) by up to US\$50 million (RM210 million) in two years, via its partnership with Schroder Investment Management (Singapore) Ltd (Schroder Singapore) to develop specialist investment solutions for the local sophisticated wealth market.

The long-term strategic collaboration will be initiated via the Global High Dividend Equity Portfolio and the Global High Conviction Portfolio, to be launched in November 2018.

Speaking to reporters at the AUM launching in Kuala Lumpur yesterday, Maybank AM CEO Badrul Hisyam Abu Bakar said the portfolios will be developed over the next 12 to 24 months.

"Given that sentiment is quite weak now, we'll be happy if we can raise between US\$30 million and US\$50 million in AUM, through a



Badrul Hisyam (left) with Schroder Singapore CEO Susan Soh during the press conference for the strategic partnership signing between Maybank AM and Schroder Singapore in Kuala Lumpur yesterday

combination of a few clients," he added.

As at the end of September 2018, Maybank AM's AUM stood at RM33.7 billion. The group has entities across Malaysia, Singapore and Indonesia offering fund management services for conventional and Islamic assets.

Both solutions, which will be offered to sophisticated investors, will be managed by Maybank AM's unit, Maybank Asset Manage-

ment Malaysia Sdn Bhd, while Schroder Singapore will act as the investment advisor.

The partnership will leverage on Maybank AM's regional footprint and Schroder Singapore's global expertise in recognition of growing demand for sophisticated, outcome-oriented global investment solutions — particularly among high-net-worth individuals.

"We're based in South-East Asia,

so our coverage is quite limited, therefore with the partnership, we can offer more global exposure. It's important for investors to have resources on the ground when managing this kind of portfolio," Badrul Hisyam said.

Under the partnership, the group also plans to launch at least two to three more funds in 2019, potentially catering to retail and institutional investors as well.

The two parties will continue collaborating to co-develop solutions across other asset classes next year, including Shariah-compliant investments and private assets.

"We're looking at rolling out the Shariah-compliant offering by the second half or third quarter of 2019," Badrul Hisyam said.

The Global High Dividend Equity Portfolio is designed for investors eyeing both investment growth and income with an investment horizon of three to five years.

As an absolute return-focused offering, its concentrated portfolio consists of 20 to 30 liquid stocks with sustainable dividend yield of 5%.

Likely companies under the portfolio include REITs (real estate investment trusts), concessionaires, large consumer players, and other market leaders in monopolistic-like positions with stable revenue and predictable cashflows.

Meanwhile, the Global High Conviction Equity Portfolio is tailored for investors seeking to achieve capital appreciation over an investment horizon of three to five years.

The offering, which is also absolute return-focused, has a concentrated portfolio containing a maximum of 20 investment ideas that provide exposure to favoured long-term structural themes, such as technological disruption and global ageing populations.

## HOME BUSINESS



(From left) MAMG chief investment officer Abdul Razak Ahmad, chairman Dr Hasnita Hashim, Badrul Hisyam, Soh as well as Schroders head of private assets Alan Cauberghe and CEO Simon Lints at the launch of MAMG's long-term strategic partnership with Schroders to co-develop a range of specialist investment solutions targeting Malaysia's wealth market in Kuala Lumpur yesterday.

## Maybank Asset Management to raise AUM by US\$30m to US\$50m in two years

KUALA LUMPUR: Maybank Asset Management Group (MAMG) expects to increase its assets under management (AUM) by US\$30 million (RM125.7 million) to US\$50 million in the next two years with the roll-out of two new products co-developed with Schroder Investment Management (Singapore) Ltd (Schroders).

MAMG yesterday inked a memorandum of understanding for a long-term strategic partnership with Schroders to co-develop a range of specialist investment solutions targeting Malaysia's wealth market.

To kick-start this collaboration, two discretionary portfolios — Global High Dividend Equity Portfolio and Global High Conviction Portfolio — were launched.

MAMG chief executive officer (CEO) Badrul Hisyam Abu Bakar said as at September this year, MAMG's AUM stood at RM33.7 billion under its locally and Asian-focused portfolio which included equity, fixed income and money market instruments.

"We will be leveraging Maybank's private banking customers as the two products target high-net-worth [clients].

"As the investment sentiment is currently generally quite weak, we would be happy if we could raise US\$30 million to US\$50 million in 24 months, as once [the] sentiment improves, we are going to see better response to this kind of product," he said.

For the January to December period this year, the minimum amount to be invested in the two portfolios is RM3 million, and it

would be increased to RM5 million thereafter, said Badrul Hisyam.

On the collaboration with Schroders, he said it would draw on the strength of both the regional footprint of MAMG, an established Malaysian asset manager, and the investment expertise of Schroders, a leading global asset manager.

"MAMG has over 30 years of investment experience serving clients in Malaysia and the wider Asean region, helping them tap market opportunities.

"We recognise the growing demand for sophisticated, outcome-oriented global investment solutions, particularly among high-net-worth communities, and this tie-up with Schroders was strategised to cater for this need, he added.

Meanwhile, Schroders CEO Susan Soh said as part of the continuing partnership, both companies will undertake further collaboration projects to co-develop solutions across other asset classes, including syariah-compliant investment and private assets.

"We believe our ability to combine the key tenets of asset management and wealth management offers [a] differentiated value proposition to MAMG's Malaysian clients," she said.

Badrul Hisyam said at least three more products will be available under this collaboration in financial year 2019, with syariah-compliant investment expected to be available by the third quarter of next year.

— Bernama

## Maybank Asset, Schrodgers S'pore to launch two discretionary portfolios

KUALA LUMPUR: Maybank Asset Management Group (MAMG), in partnership with Schroder Investment Management (Singapore) Ltd, will launch two discretionary portfolios this month, targeted at the growing high net-worth segment in Malaysia.

Following the introduction of the portfolios known as Global High Dividend Equity Portfolio and Global High Conviction Portfolio, MAMG hopes to raise between US\$30mil (RM125.64mil) and US\$50mil (RM209.4mil) in asset under management (AUM).

MAMG's total AUM as at September 2018 amounted to RM33.7bil.

MAMG and Schrodgers Singapore have embarked on a long term strategic partnership to co-develop a range of specialised investment solutions, which will be managed by MAMG's unit, Maybank Asset Management Malaysia (MAM Malaysia), with Schrodgers Singapore as the investment adviser.

The integration of MAMG's strength in local wealth management and Schrodgers' global investment capabilities shall allow MAMG to deepen its foothold in the Malaysian wealth market, through dedicated offerings designed to achieve investors' desired outcomes, MAMG CEO Badrul Hisyam Abu Bakar said after the memorandum of understanding (MoU) signing between both parties.

"We remain committed to delivering a range of global investment strategies to cater to the high net-worth community's evolving financial needs, through a pioneering tie-up with Schrodgers," he said.

# Maybank asset unit sees AUM expanding

BY WAN ILAIKA MOHD ZAKARIA  
sunbiz@thesundaily.com

**KUALA LUMPUR:** Maybank Asset Management Group (MAMG) expects its assets under management (AUM) to increase between US\$30 million (RM26 million) to US\$50 million (RM209 million) in the next two years, following its collaboration with Schroder Investment Management (Singapore) Ltd to co-develop investment solutions for sophisticated investors.

As of end September 2018, MAMG's AUM stood at RM33.7 billion.

MAMG and Schroders Singapore yesterday announced their first long-term strategic partnership with the launch of two discretionary portfolios, namely Global High Dividend Equity Portfolio and Global High Conviction Portfolio.

"These solutions will be managed by Maybank Asset Management (MAM) Malaysia, a unit of MAMG, with Schroders Singapore as the investment adviser.

"This is a very targeted high net worth segment so we are leveraging on Maybank



Soh

Badrul

private banking customers," MAMG CEO Badrul Hisyam told reporters at the launch ceremony yesterday.

"The (market) sentiment right now is quite weak generally, unless the sentiment improves, then we would see better response to this kind of product," Badrul added, revealing that at least three more products would be available under this collaboration in financial year 2019.

"By integrating our strength in local wealth management with their global

investment capabilities, the resulting synergy will allow us to deepen our foothold in the Malaysian wealth market, through dedicated offerings designed to achieve investors' desired outcomes.

"We recognise the growing demand for sophisticated, outcome-oriented global investment solutions, particularly among the high net worth community. We are therefore committed to delivering a range of global investment strategies to cater to their evolving financial needs," he noted.

Meanwhile, Schroders Singapore country head Susan Soh said as part of the continuing partnership, both companies would undertake further collaboration projects to co-develop solutions across other asset classes, including Shariah-compliant investment and private assets.

"We believe our ability to combine the key tenets of asset management and wealth management offers differentiated value proposition to MAM Malaysia's clients," Soh said.

According to Badrul, the Shariah-compliant investment is expected to be available to the market by third quarter of 2019.

# Maybank asset management to increase AUM to US\$50 mln in two years

**KUALA LUMPUR:** Maybank Asset Management Group (MAMG) expects to increase its assets under management (AUM) by US\$30 million-US\$50 million (US\$1=RM4.19) in the next two years with the roll-out of two new products co-developed with Schroder Investment Management (Singapore) Ltd.

MAMG yesterday inked a memorandum of understanding (MoU) for a long-term strategic partnership with Schroder Singapore to co-develop a range of specialist investment solutions targeting Malaysia's wealth market.

To kick start this collaboration, two discretionary portfolios - Global High Dividend Equity Portfolio and Global High Conviction Portfolio - were launched.

MAMG chief executive officer Badrul Hisham Abu Bakarsaidas at September this year, MAMG's AUM stood RM33.7 billion in its local and Asian focussed portfolio which included equity, fixed income and money market instruments.

"We will be leveraging

Maybank's private banking customers as the two products targeted high-net-worth (clients).

"As the investment sentiment is currently generally quite weak, we would be happy if we could raise US\$30 million to US\$50 million in 24 months, as once sentiment improved, we are going to see better response for this kind of product," he said.

For the January-December period this year, the minimum amount to be invested in this two portfolios is RM3 million and it would be increased to RM5 million thereafter, said Badrul Hisham.

On the collaboration with Schroder, he said it would draw on the strength of both the regional footprint of MAMG, an established Malaysian asset manager, and the investment expertise of Schroder, a leading global asset manager.

"MAMG has over 30 years of investment experience serving clients in Malaysia and the wider ASEAN region, helping them to tap market opportunities.

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demand for sophisticated, outcome-oriented global investment solutions, particularly among high-net-worth community and this tie-up with Schroder was strategised to cater for this need, he added.

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Borneo Post (KK)

14 Nov 2018

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Borneo Post (Kuching)

14 Nov 2018

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# Schroders deepens access to Malaysia via Maybank AM tie-up

By Wong Wei Han November 14, 2018

*Editor's note: this article has been revised with clarifications from Schroders.*

Schroder Investment Management is bolstering its business in Malaysia through a partnership with Maybank Asset Management, which initially targets sophisticated investors with discretionary portfolios.

Schroders Singapore and Maybank AM announced their “long-term strategic partnership” on Tuesday.

Two discretionary portfolios were already launched on November 1 under the partnership, with Schroders acting as investment advisor to the portfolios, targeting high-net-worth investors in Malaysia.

Plans to expand into more asset classes and client segments next year are also on the cards.



Susan Soh, Schroders

“Looking into 2019, we plan to expand our partnership to further co-develop innovative solutions catering to institutional investors and multi-channels across the wealth market in Malaysia,” Susan Soh, Schroders Singapore’s country head, tells *Ignites Asia*.

The two companies will also broaden the focus of their partnership to other asset classes, such as sharia-compliant products and private assets, Soh adds.

The two newly launched portfolios – Global High Dividend Equity and Global High Conviction – are managed by Maybank AM, with Schroders Singapore as investment advisor.

The Global High Dividend Equity portfolio comprises 20 to 30 liquid stocks with overall portfolio yield of 5%. The Global High Conviction portfolio contains up to 20 of Schroders’ best investment ideas, with the aim of providing capital appreciation over three to five years, Soh says.

## Growing through partnerships

Schroders does not currently have an on-the-ground presence in Malaysia but it does already have a sizable feeder fund business in the country. The company had RM\$5.6 billion (US\$1.33 billion) in feeder fund assets under management as of end-2017, according to data from Cerulli Associates.

“We view strategic partnerships as significant steps towards the long-term growth of Schroders’ business in Southeast Asia,” Soh says.

Schroders says its tie-up with Maybank AM marks the first strategic partnership that it has in Malaysia. This partnership differs from a typical subadvisory arrangement in that Schroders is involved in the customisation of products.

As it seeks further growth in Southeast Asia, Schroders intends to focus on developing partnerships with local players.

Schroders’ approach is similar to that of J.P. Morgan Asset Management, which focuses on feeder and subadvisory partnerships to expand in Southeast Asia instead of opening local offices, as [reported](#).

Meanwhile, Maybank AM is no stranger to leveraging on foreign partners’ global capabilities to roll out new offerings in Malaysia.

The Kuala Lumpur-headquartered firm last month [launched](#) a small-cap Asia equities fund, which is a feeder to the BNY Mellon Asia Rising Stars fund.

The partnership with Schroders is expected to give Maybank AM another global product to better compete in the market.



Badrul Hisyam Abu Bakar, Maybank Asset Management

“We recognise the growing demand for sophisticated, outcome-oriented global investment solutions, particularly among the high-net-worth community. We are therefore committed to delivering a range of global investment strategies to cater to their evolving financial needs,” says Maybank AM CEO Badrul Hisyam.

Schroders had £439.1 billion (US\$566.57 billion) in assets under management globally as of end-September. According to its half-year update, the Asia-Pacific region accounted for £102.7 billion of total AUM.

Regionally, the London-headquartered firm is present in South Korea, Japan, Taiwan, Hong Kong, Singapore, Indonesia and Australia.

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# The Asset (Online)

## Global wealth managers eye Asian alliances so as not to miss the boat

14 November 2018

<https://www.theasset.com/wealth-management/35366/global-wealth-managers-eye-asian-alliances-so-as-not-to-miss-the-boat?id=35366&subm=wealth-management>

Original Article:

### Global wealth managers eye Asian alliances so as not to miss the boat

With the rapid swelling of high net worth individuals across Asia, global wealth managers are keen to form strategic partnerships and alliances to tap into burgeoning demand

By Tom King

Global investment manager **Schroders** has joined the growing ranks of international wealth managers partnering with a leading domestic Asian institution to scale up and access the growing ranks of onshore Asian wealth.

The latest deal announced on Tuesday sees **Schroders** Investment Management's Singapore unit tie the knot with Malaysia's Maybank Asset Management. Under the arrangement the firms will co-develop a range of specialist investment solutions for the growing wealth market in Malaysia.

The partnership will bring together the regional footprint of the established Malaysian asset manager, and the investment acumen of a leading global asset manager.

With the number of acquisition targets in Asian wealth management decreasing, the move by the London headquartered investment firm represents one more example of a hybrid wealth management partnership.

After a flurry of recent deals that saw Singapore's largest bank DBS procure the Asian wealth units of Australia's ANZ bank, and Liechtenstein's LGT Group pick up the Singapore and Hong Kong wealth divisions of ABN Amro, acquisitions in the wealth management sector in Asia have slowed.

Late in 2017, Indosuez Wealth Management snapped up the private banking business of fellow French lender Credit Industriel et Commercial's (CIC) private banking business in Singapore and Hong Kong, in what was a smaller transaction.

Several industry sources have told The Asset, however, that one more significant acquisition in the Asian wealth management space is expected to be announced soon or early in 2019.

The alternative to paying a hefty premium for a business that may or may not fulfil its potential for a purchaser desperate to gain scale in the burgeoning Asian wealth market, is to form a joint venture or partnership with a leading onshore bank or financial institution.

Swiss boutique wealth managers lacking scale in the region have been busy expanding their Asian footprints by forging such joint venture partnerships.

Most recently, family owned private bank Bordier & Cie inked an agreement with Hanoi-based Military Commercial Joint Stock Bank to jointly develop and launch a new private banking service for the Vietnamese market.

Vietnam's ultra-high net worth (UHNW) population is growing fast, and, with a population in excess of 95 million, the country has the potential to be an economic powerhouse, but expertise in managing personal wealth is lacking.

Under the agreement, Bordier will collaborate with the Vietnamese bank to offer best practices, processes and specialist training in both their Singapore office and Geneva headquarters.

The collaboration will help Military Commercial Joint Stock Bank to set up wealth management units in various offices within Vietnam, with the support of Bordier's expertise.

One of the first firms to initiate the Asian growth by the cooperation model was Swiss boutique private bank Lombard Odier, when it formed an alliance with Thailand's Kasikornbank in 2015.

This was followed by other agreements between Lombard Odier and UnionBank of the Philippines, which saw the Swiss private bank launch a global and diversified multi-asset fund for UnionBank's high net worth and ultra-high net worth customers.

Earlier this year, Lombard Odier entered into another strategic agreement with Indonesia's Bank Mandiri to offer risk-based investment solutions and wealth management expertise to the bank, while also supporting Bank Mandiri as it develops its own private banking services.

And with a lack of acquisition targets it is not just the boutique Swiss banks who have opted for regional growth through Asian alliances. In March this year, major Swiss bank Julius Baer announced a deal with Thai lender Siam Commercial Bank.

The Zurich-based bank will provide, via a joint venture, advice and solutions to the ultra-high net worth customers of its Thai partner.

Not only is wealth growing quickly in Thailand, the demand for sophisticated wealth management services and global investment strategies is also expanding.

Thailand's overall wealth market is estimated to be around US\$300 billion, with a rapidly growing population of high net worth individuals (HNWI) of approximately 30,000, according to the BCG Global Wealth Report 2017.

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## Global wealth managers eye Asian alliances so as not to miss the boat

*With the rapid swelling of high net worth individuals across Asia, global wealth managers are keen to form strategic partnerships and alliances to tap into burgeoning demand*

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Earlier this year, Lombard Odier entered into another strategic agreement with Indonesia's Bank Mandiri to offer risk-based investment solutions and wealth management expertise to the bank, while also supporting Bank Mandiri as it develops its own private banking services.

And with a lack of acquisition targets it is not just the boutique Swiss banks who have opted for regional growth through Asian alliances. In March this year, major Swiss bank Julius Baer announced a deal with Thai lender Siam Commercial Bank.

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# Retail News Asia (Online)

## Maybank Asset Management sees AUM expanding US\$50m in next 2 years

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These solutions will be managed by Maybank Asset Management (MAM) Malaysia, a unit of MAMG, with **Schroders** Singapore as the investment adviser.

"This is a very targeted high net worth segment so we are leveraging on Maybank private banking customers," MAMG CEO Badrul Hisyam said.

"The (market) sentiment right now is quite weak generally, unless the sentiment improves, then we would see better response to this kind of product," Badrul added, revealing that at least three more products would be available under this collaboration in financial year 2019.

"By integrating our strength in local wealth management with their global investment capabilities, the resulting synergy will allow us to deepen our foothold in the Malaysian wealth market, through dedicated offerings designed to achieve investors' desired outcomes.

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According to Badrul, the Shariah-compliant investment is expected to be available to the market by third quarter of 2019.

# Maybank Asset Management sees AUM expanding US\$50m in next 2 years



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## Maybank Asset Management and **Schroders** enter strategic partnership targeting Malaysian wealth market

Nov 14, 2018



Maybank Asset Management Group ("Maybank AM Group") and **Schroder** Investment Management (Singapore) Ltd ("**Schroders** Singapore") announced today the launch of a long-term strategic partnership, to co develop a range of specialist investment solutions for the growing and increasingly sophisticated wealth market in Malaysia.

The collaboration will draw on the strengths of both the regional footprint of an established Malaysian asset manager, and the investment expertise of a leading global asset manager.

Badrul Hisyam, Chief Executive Officer of Maybank AM Group said: "Maybank AM Group has over 30 years of investment experience serving clients in Malaysia and the wider ASEAN region, helping them to tap on market opportunities. We recognise the growing demand for sophisticated, outcome-oriented global investment solutions, particularly among the High Net Worth (HNW) community. We are therefore committed to delivering a range of global investment strategies to cater to their evolving financial needs, through a pioneering tie-up with **Schroders**.

"We are extremely delighted to find a long-term strategic partner in **Schroders**, who shares the same values of placing clients' interest first. By integrating our strength in local wealth management with their global investment capabilities, the resulting synergy will allow us to deepen our foothold in the Malaysian wealth market, through dedicated offerings designed to achieve investors' desired outcomes."

Susan Soh, Country Head of **Schroders** Singapore, said: "We are delighted to partner with Maybank AM Group in seeking to deliver unique alpha-generating investment ideas to Malaysian investors. With more than 200 years of investment experience, we bring to Maybank AM Malaysia not just the best of Schroders' global investment expertise, but also the experience of our Wealth Management arm in providing wealth and advisory solutions for HNW clients. "We believe our ability to combine the key tenets of asset management and wealth management offers a differentiated value proposition to Maybank AM Malaysia's clients." For a start, two discretionary portfolios will be launched in November 2018 - Global High Dividend Equity Portfolio and Global High Conviction Portfolio. These bespoke solutions will be managed by Maybank AM Malaysia and offered to sophisticated investors, with **Schroders** Singapore as the investment adviser. Further collaboration projects will follow in 2019 to co-develop solutions across other asset classes, including Shariah-compliant Investments and Private Assets.

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<https://citywireasia.com/news/maybank-am-schroders-ink-pact-targeting-malaysian-hnwis/a1175226>

## Maybank AM, **Schroders** ink pact targeting Malaysian HNWIs

By Audrey Raj / 14 Nov, 2018 at 02:20



Maybank Asset Management (Maybank AM) has joined forces with **Schroder** Investment Management to develop specialist investment solutions for Malaysia's growing wealth segment.

For a start, the duo will launch two discretionary portfolios in November: Global High Dividend Equity Portfolio and Global High Conviction Portfolio.

These solutions will be managed by Maybank Malaysia and offered to sophisticated investors, with **Schroders** Singapore as the investment adviser.

Further collaboration projects will follow in 2019 to co-develop solutions across other asset classes, including Shariah-compliant investments and private assets.

For **Schroders**, this partnership is a significant step towards the long-term growth of its business in Southeast Asia, its Singapore country head Susan Soh told *Citywire Asia*.

According to Badrul Hisya CEO of Maybank AM, there is a growing demand for sophisticated, outcome-oriented global investment solutions, particularly among the high-net-worth (HNW) community in Malaysia.

'By integrating our strength in local wealth management with their global investment capabilities, the resulting synergy will allow us to deepen our foothold in the Malaysian wealth market, through dedicated offerings designed to achieve investors' desired outcomes,' he said.

Managing about RM33.7 billion (\$8 billion) in assets, Maybank AM has entities across three key ASEAN markets namely Malaysia, Singapore and Indonesia.

It provides a diverse range of Asian-focused investment solutions for conventional and Islamic assets, plus offers alternative investment solutions through its private equity arm.

Maybank's private banking unit, on the other hand, manages about RMB 13 billion (\$2 billion) in assets.

In an interview with [Citywire Asia previously](#), the bank's head of community financial services Datuk Hamirullah Bin Boorhan said although Malaysian HNWI's invest in Singapore and Hong Kong, 'clients are also keen to keep their money locally because of higher yields on cash and bonds.'

As such, the country has been developing its private banking business by upskilling bankers and enhancing product offerings. What's more, Malaysian regulators have also been making an effort to retain funds onshore with the launch of new rules.

# MSN Money (Online)

## Maybank Asset Management Group (MAMG) to increase AUM to US\$50 million in 2 years

13 November 2018

<https://www.msn.com/en-my/money/other/maybank-asset-management-group-mamg-to-increase-aum-to-usdollar50-million-in-2-years/ar-BBPEhUN>

Original Article:

### Maybank Asset Management Group (MAMG) to increase AUM to US\$50 million in 2 years

KUALA LUMPUR: Maybank Asset Management Group (MAMG) expects to increase its assets under management (AUM) by US\$30 million-US\$50 million (US\$1=RM4.19) in the next two years with the roll-out of two new products co-developed with **Schroder** Investment Management (Singapore) Ltd.

MAMG today inked a memorandum of understanding (MoU) for a long-term strategic partnership with **Schroder** Singapore to co-develop a range of specialist investment solutions targeting Malaysia's wealth market.

To kick start this collaboration, two discretionary portfolios – Global High Dividend Equity Portfolio and Global High Conviction Portfolio – were launched.

MAMG Chief Executive Officer Badrul Hisham Abu Bakar said as at September this year, MAMG's AUM stood RM33.7 billion in its local and Asian focussed portfolio which included equity, fixed income and money market instruments.

"We will be leveraging Maybank's private banking customers as the two products targeted high-net-worth (clients).

"As the investment sentiment is currently generally quite weak, we would be happy if we could raise US\$30 million-US\$50 million in 24 months, as once sentiment improved, we are going to see better response for this kind of product," he said.

For the January-December period this year, the minimum amount to be invested in this two portfolios is RM3 million and it would be increased to RM5 million thereafter, said Badrul Hisham.

On the collaboration with **Schroder**, he said it would draw on the strength of both the regional footprint of MAMG, an established Malaysian asset manager, and the investment expertise of **Schroder**, a leading global asset manager.

"MAMG has over 30 years of investment experience serving clients in Malaysia and the wider ASEAN region, helping them to tap market opportunities.

"We recognise the growing demand for sophisticated, outcome-oriented global investment solutions, particularly among high-net-worth community and this tie-up with **Schroder** was strategised to cater for this need, he added.

Meanwhile, **Schroder** Singapore CEO Susan Soh said as part of the continuing partnership, both companies would undertake further collaboration projects to co-develop solutions across other asset classes, including Shariah-compliant investment and private assets.

a person posing for the camera: Executive Director Maybank Asset Management Sdn Bhd and Regional Head of Investment Maybank Asset Management, Badrul Hisham Abu Bakar. Pix by Asyraf Hamzah.

"We believe our ability to combine the key tenets of asset management and wealth management offers differentiated value proposition to MAMG Malaysians clients," she said.

Badrul Hisham said at least three more products would be available under this collaboration in financial year 2019 with Shariah-compliant investment expected to be available by third quarter of next year.

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Bernama 18 hrs ago

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© Provided by Media Prima Executive Director Maybank Asset Management Sdn Bhd and Regional Head of Investment Maybank Asset Management, Badrul Hisham Abu Bakar. Pix by Asyraf Hamzah.

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# International Advisor (Online)

## Schroders to offer direct services to South African clients

13 November 2018

<https://international-adviser.com/schroders-to-offer-direct-services-to-south-african-clients/>

Original Article:

### Schroders to offer direct services to South African clients

Firm's Singapore arm partners with Malaysian asset manager to develop investment solutions

**Schroders** has been granted a Category 1 Financial Services Provider (FSP) licence, which will enable it to offer global investment services directly to South African clients.

The company has had a presence in South Africa since 2015 and, until now, has operated in partnership with Argon Asset Management in the institutional market. **Schroders** will continue to work with Argon on clients acquired through that partnership.

#### Developing presence

Doug Abbott, country head, South Africa, said: "**Schroders** has been developing its South Africa business over the past five years and we have had a permanent presence in the country since December 2015.

"After a positive reception from local investors we are very pleased to be expanding our team in the country. As a global asset management company, we have made a significant commitment to the local market and can offer a range of capabilities and funds to the offshore investment market. We plan to develop our presence further in 2019."

In addition, **Schroders** will continue to work with ABSA Asset Management to provide a range of ZAR-denominated feeder funds.

**Schroders** is not the only firm to expand its South African output. International Adviser reported recently that Julius Baer has opened an advisory office in Johannesburg.

#### Fund approval

As well as an FSP licence, **Schroders** has had several funds approved for distribution in South Africa by the Financial Sector Conduct Authority (FSCA).

The regulator recently approved a fifth fund, the SISF Global Smaller Companies Fund.

This complements the existing approved funds: SISF Global Cities, SISF Global Equity Alpha, SISF Global Recovery and SISF QEP Core.

These are available on most South African platforms, as well as the JSE-listed **Schroder** European Real Estate Investment Trust.

#### Malaysia partnership

Additionally, **Schroders** Investment Management (Singapore) and Malaysia-based Maybank Asset Management Group (MAMG) have forged a strategic partnership to co-develop a range of "specialist" investment solutions for the wealth market in Malaysia.

As a result of this partnership, two discretionary portfolios will be launched in November 2018 – Global High Dividend Equity Portfolio and Global High Conviction Portfolio.

These solutions will be managed by Maybank Asset Management Malaysia, a unit of MAMG, with **Schroders** Singapore as the investment adviser.

Susan Soh, chief executive of **Schroders** Singapore, said: “With more than 200 years of investment experience, we bring to MAM Malaysia not just the best of **Schroders’** global investment expertise, but also the experience of our wealth management arm in providing wealth and advisory solutions for high net worth clients.

“We believe our ability to combine the key tenets of asset management and wealth management offers a differentiated value proposition to MAM Malaysia’s clients.”

#### Further collaboration

As a long-term strategy, MAMG and **Schroders** will undertake further collaboration projects in 2019 to co-develop solutions across other asset classes, including Shariah-compliant investments and private assets.

Badrul Hisyam, chief executive of MAMG, said: “We recognise the growing demand for sophisticated, outcome-oriented global investment solutions, particularly among the high net worth community.

“We are therefore committed to delivering a range of global investment strategies to cater to their evolving financial needs, through a pioneering tie-up with **Schroders**.

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AFRICA

# Schroders to offer direct services to South African clients

TAGS: INVESTMENTS | MALAYSIA | MAYBAND ASSET MANAGEMENT | SCHRODERS | SOUTH AFRICA

By Robbie Lawther, 13 Nov 18



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13 November 2018

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<https://fundselectorasia.com/maybank-schroders-tie-up-target-malysias-wealthy/>

LATEST NEWS

## Maybank-Schroders tie-up targets Malaysia's wealthy

TAGS: MALAYSIA | MAYBANK AM | SCHRODERS

By Francis Nikolai Acosta, 13 Nov 18

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In a strategic tie-up, the two firms expect to launch products for Malaysia's high net worth segment this month.



Maybank Asset Management and Schroder Investment Management in Singapore have established a strategic partnership to co-develop a range of investment products for Malaysia's sophisticated wealthy investors, according to a joint statement.

The collaboration hopes to draw on the regional presence of Maybank AM and the global investment capabilities of Schroders.

Maybank AM, which has entities in Malaysia, Singapore and Indonesia, provides conventional and Islamic Asian-focused products to institutional, retail and high net worth investors. It also offers alternative investment products through its private equity arm, according to the statement.

"We recognise the growing demand for sophisticated, outcome-oriented global investment solutions, particularly among the high net worth community," Badrul Hisyam, Maybank AM's CEO, said in the statement.

"We are therefore committed to delivering a range of global investment strategies to cater to their evolving financial needs, through a pioneering tie-up with Schroders," he said.

For a start, the two firms are launching two discretionary funds this month, which are the Global High Dividend Equity Portfolio and the Global High Conviction Portfolio, according to the statement. The products will be managed by Maybank AM in Malaysia, with Schroders in Singapore as the investment adviser.

The two firms expect further collaboration projects next year to co-develop products across other asset classes, including shariah-compliant investment products and private assets.

Maybank AM manages RM 33.7bn (\$8.04bn) in assets, while Schroders' AUM is \$593.3bn globally, according to the statement.

# PRESS CLIPPING

APBankers

13 November 2018

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<http://apbankers.net/article/46037>

## Maybank Asset Management and **Schroders** enter strategic partnership targeting Malaysian wealth market

© November 13, 2018



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