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The bank plans to grow its retail offerings after the launch of its Maybank Global Bond Fund.

by Azli Jamil

PETALING JAYA: Maybank Asset Management Sdn Bhd (Maybank AM) aims to grow its retail offerings following the launch of its Maybank Global Bond Fund, a global unit trust fund that feeds into the Templeton Global Bond Fund which is a target fund.

"The fund feeds the diverse appetite risk of investors," Maybank Asset Management Group Bhd (MAMB) regional head product and marketing Christopher Geh Chong Beng told the media at the launch of Maybank AM's first retail product launch in Kuala Lumpur yesterday.

Geh affirmed that the main target market for the fund, is available at all Malayan Banking Bhd (Maybank) branches nationwide, is fixed deposit holders looking for better returns, in addition to small and medium enterprises seeking to diversify their portfolio.

Geh said the three months growth target for the open ended fund is RM50 million and the fund is expected to grow to from RM75 million to RM100 million within a year.

Earlier in his speech, MAMB executive director and regional head investment Badrul Hisyam Abu Bakar said that MAMB believes the asset class has started to provide value to customers and the fund provides and avenue to allocate into this asset class which provides consistent income and a defensive position against market volatility.

The target fund is a fixed income fund that seeks current income, with capital appreciation and growth of income, by investing at least 80% of its net assets in bonds of governments and government agencies located anywhere in the world.

It feeds into emerging markets where 17.31% of its holdings is in South Korea, 11.54% in Poland and 10.53% of its holdings in Malaysia as at Sept 30, 2013.

"Another upside of the fund is the share class we are feeding into which is the Singapore dollar which has remained resilient in periods of market uncertainty," said Badrul Hisyam.

The target fund is managed by Franklin Templeton Investments, an American company that has total asset under management (AUM) of US\$868 billion (RM2.78 trillion) as at Oct 31, 2013.

"The target fund is positioned to manage and seek opportunities from a long-term rise in interest rates as we believe the macroeconomics environment with its strong global aggregate demand will remain supportive of the increased rate," said Templeton Asset Management Ltd Regional head for South-East Asia Stephen Grundlingh.

Maybank AM AUM as at Oct 31, 2013, was RM10.9 billion while the AUM for the group as at the same date was RM11.7 billion.