

DATE : 26 August 2013
PUBLICATION : KiniBiz
SECTION : Corporate
HEADLINE : Maybank Asset Management expands to Indonesia



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Maybank Asset Management Sdn Bhd (Maybank AM), a wholly owned subsidiary of Maybank Group through its holding entity, Maybank Asset Management Group has taken another step towards becoming a key player in the asset management

industry in Asean by 2017 by expanding its operations to Indonesia via the acquisition of a local asset management player, PT GMT Aset Manajemen.



The expansion to Indonesia follows the group's initiative to solidify its asset management businesses under one roof which currently consist of Maybank Asset Management and Maybank Private Equity Sdn Bhd (formerly known as Mayban Ventures Sdn Bhd) in Malaysia, Maybank Asset Management Singapore Pte Ltd (formerly known as KE Capital Partners Pte Ltd) in Singapore and Maybank Asset Management Thailand Co Ltd (formerly known as Kim Eng Asset Management (Thailand) Co Ltd) in Thailand to allow greater focus, capitalise on economies of scale, achieve efficient collective work processes and to enhance Maybank's reach across the region.

By having a strong network in Asean, Maybank Asset Management intends to be differentiated through its strong local presence and expertise in Asian focused investments.

Chief executive officer and managing director of Maybank AM, Nor' Azamin Salleh said, "Indonesia being the region's largest economy with gross domestic product of US\$878 billion in 2012, world's fourth most populous nation and one of the fastest growing countries in Asean with a rising middle class and affluent consumers are solid reasons to entering into this market.

"Despite the current volatile market condition, we are here for the long term as we are confident that Indonesia will continue to outperform due to its strong domestically focused economy."



(From left) GMT Aset Manajemen commissioner Djaja Mulia; GMT Aset Manajemen commissioner Irwan Dinata; Maybank Asset Management CEO & MD Nor' Azamin Salleh; GMT Aset Manajemen president director Marto Sutiono, at the signing ceremony to mark Maybank Asset Management's entry into Indonesia.

Azamin said that Indonesia was an obvious choice for expansion given the positive outlook on the sustainability and potential upside of its economy coupled with a foreseeable high demand for investment products. In addition, the company's strategic expansion to the republic is moving in line with that of parent company Maybank's regional expansion strategy.

"Being part of Maybank enables us to tap into the group's extensive distribution network and expertise in Asia. In addition, we are able to leverage on the goodwill and brand name of Maybank," Azamin said in a statement issued in conjunction with the signing ceremony to mark the acquisition of GMT in Jakarta.

Azamin further elaborated that GMT was the ideal partner of choice as it has considerable potential. From a humble IDR39 billion in assets under management (AUM) when it started operations in July 2002, GMT has managed to chart a double digit growth rate to an impressive IDR780.9 billion in AUM as at end of June 2013 operating out of its boutique size set up.

To date, GMT has also won a total of seven awards from Investor Magazine in Indonesia for both fixed income and equity categories out of which, its star performing fixed income fund has managed to garner best performing awards for four consecutive years.

Azamin added that GMT's strategic growth direction and working culture will easily be integrated with the way that Maybank Asset Management operates.

Azamin explained that Maybank AM's expansion to Indonesia would serve as another excellent platform to build a foundation in Asean before moving on to other markets in Asia.

"Our strategy is to first build our foundation in Asean as we are familiar with its culture, business ethics and economy. Additionally, the formation of the Asean trading link platform would be an excellent conduit to tap the region's growth opportunities as it allows investors easy access to a wider investment selection across connected markets. We see the main drivers to be the burgeoning wealth in the region and new pools of assets from insurance and retirement funds".

“Our aim is to enhance our foothold in Asean and eventually Asia-wide. Eventually, investors will have access to our products and offerings through our in-house marketing team, Maybank branches, private banking centres and online medium. All these put together means we are able to offer a strong value proposition to our investors through better accessibility, wider and improved product offerings managed by our team of people with on the ground firsthand knowledge in Asean coupled with our Asian focused investment expertise,” he added.