

Wealth

Maybank Asset Management launches AI-powered hyper-personalised investment platform

By Arina Musthafa / theedgemalaysia.com

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Maybank Asset Management Sdn Bhd CEO said Maybank AM is targeting high-net-worth individuals, from both existing and new customers, and aims to raise a minimum of RM100 million over the next 12 months. (Photo by Shahrin Yahya/The Edge)

KUALA LUMPUR (Nov 2): Maybank Asset Management Sdn Bhd (Maybank AM) introduced a shariah-compliant and hyper-customised Discretionary Portfolio Mandate (DPM) that leverages on artificial intelligence (AI) on Wednesday.

Its CEO Ahmed Muzni Mohamed said in the ever-evolving landscape of asset management, innovation continues to be a driving force behind its investment offerings.

“We are constantly pushing to seek and provide innovative solutions to better



serve our clients and investors, who have a wide range of investment objectives, preferences, time horizons and risk tolerances. With everyone having different investment needs, customisation and targeted solutions are critical in helping them achieve their financial goals and objectives,” said Ahmed.

The DPM is offered in partnership with Arabesque AI, an investment advisory and technology services firm based in the UK. The company uses AI to help portfolio managers create customised portfolios in a shorter amount of time and with less cost, according to its website.

Ahmed Muzni said Maybank AM is targeting high-net-worth individuals, from both existing and new customers, and aims to raise a minimum of RM100 million over the next 12 months.

“But as we evolve, we want to go down the second level of high-net-worth [clients] and eventually to offer this to the masses,” he said.

Datuk Mohamed Rafique Merican, CEO of Maybank Islamic Bhd, said the bank is committed to provide solutions that meet the unique needs of investors in the realm of Islamic wealth management.

“This hyper-customised portfolio solution delivers shariah-compliant investment options that align with our clients' financial objectives and are guided by ethical principles. This new offering marks an important milestone for Islamic wealth management, where cutting-edge technology and ethical finance converge to provide our clients with unparalleled customisation and superior potential returns,” said Mohamed Rafique.

Arabesque AI uses the computational power of AI to support fully active asset management, calculating expected returns for at least 25,000 listed equities using both financial and non-financial datasets.

On tapping into AI in investments, Arabesque Group CEO Omar Selim said he firmly believes in the convergence of sustainability and technology as the driving force for a more sustainable future.





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“It is no longer sufficient for investments to only yield returns. We must survey and explore how they are generated,” said Omar.

“In a world where investors prioritise societal impact and values, the true power of AI lies in crafting highly personalised portfolios down to the individual stock level. This values-driven shift reshapes finance for a more sustainable future to deliver high-performing, customised portfolios aligned with individual values, forging a future where finance is both profitable and purposeful.”

The hyper-customised DPM is exclusively available at Maybank branches nationwide, and the minimum investment size for individual investors is RM5 million.

Edited By Tan Zhai Yun

