



## **PRESS RELEASE**

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## **Maybank ATR Kim Eng launches online stock trading service**

The Philippines, 11 March 2014 - MAYBANK ATR KIM ENG SECURITIES INC. (MATRKE Securities) launched today MakeTrade, an online stock trading service that extends the group's reach to retail investors. MakeTrade, which can be accessed at [www.maketrade.com.ph](http://www.maketrade.com.ph), allows online users to get real-time access to market data and trading capability using its momentum plotting platform called X-Factor.

“Maybank ATR Kim Eng has long been known for its stability, regional strength, and its strong relationships with both corporate and institutional clients,” said MATRKE Securities Chairman and President Lorenzo Roxas. “MakeTrade will allow us to provide retail investors with the same level of insight, skill and service that we do to our corporate and institutional fund clients,” he added.

MakeTrade uses the PSETradex, the online trading platform developed by the Philippine Stock Exchange and shall offer the most advanced online platforms of the PSETradex, namely Xplore and Xpert. Xplore is a browser-based, simple and easy-to-use platform for people on the go, while the application-based and professional level Xpert is for more advanced traders. MakeTrade will also be offering an innovative technical charting tool called Xtrack.

Aside from these, MakeTrade empowers investors with helpful tools such as Insight Story, a combination of research reports, market commentary and analysis, and Coaching Sessions, an interactive platform for clients to further expand their knowledge of investing and trading. “MakeTrade is the ideal trading partner for



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investors of all backgrounds, because the technology and amount of information available elevates them to the next level of trading,” said Roxas.

In a statement, PSE President and Chief Executive Officer Hans Sicat said that, “The Maybank ATR Kim Eng group is a pioneer in supporting the PSETradex internet-based trading platform when we launched this in April last year. We are pleased that investing in the Philippine stock market will be made more accessible to a wider base through one of the top financial institutions in the region.”

Though MATRKE Securities generates most of its business from foreign and domestic institutional funds, it has maintained a domestic retail presence for over 20 years now through its agency force in Manila and its retail branches in Cebu and Davao. This revenue mix has helped MATRKE Securities consistently rank among the top securities firms in the PSE in terms of annual value traded. Through Maketrade, MATRKE Securities will be able to broaden its retail client base and provide existing clients additional platforms to trade.

In its more than 20 years of operations, MATRKE Securities has been cited for numerous awards by regional and Philippine institutions alike. The firm is a six-time Best Broker awardee by FinanceAsia, and was recently named 2013 Best Broker by Alpha Southeast Asia. It has also received various awards from Asiamoney, The Asset, Fund Managers Association of the Philippines and the PSE.

Its track record and capabilities are backed by the strength of Malayan Banking Berhad (Maybank), the largest bank in Malaysia and the 13th strongest in the world as ranked by Bloomberg Markets magazine, as well as the expertise of Maybank Kim Eng, one of the region’s leading securities and investment brokers.



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### About Maybank

The Maybank Group is South East Asia's fourth largest bank by assets. It has an international network of over 2,200 offices in 20 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Papua New Guinea, Hong Kong SAR, People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 47,000 employees serving more than 22 million customers worldwide. ([www.maybank.com](http://www.maybank.com))

### About Maybank Kim Eng

The Maybank Kim Eng group of companies comprises businesses stretching around the globe with offices in Malaysia, Singapore, Hong Kong, Thailand, Indonesia, Philippines, India, Vietnam, Great Britain and the United States of America. Maybank Kim Eng has been in Asia for over 40 years and provides services in corporate finance, debt markets, equity capital markets, derivatives, retail and institutional securities broking and research. A leader in many of the Asian markets that it operates in, Maybank Kim Eng has won numerous prestigious awards in the markets that it serves. ([www.maybank-ke.com](http://www.maybank-ke.com))

### About Maybank ATR Kim Eng

Maybank ATR Kim Eng is a diversified financial services group operating in the equity and debt capital markets, insurance, and real estate. It is principally involved in corporate finance and advisory services (equity IPOs and secondary offers, bond underwriting, mergers and acquisitions, debt restructuring); stockbroking and equity research; life and general insurance underwriting and distribution, and insurance broking; asset management (mutual funds and trust fund management); foreign exchange and fixed income broking; and real estate investments. Through the Maybank Kim Eng Group, it enjoys distribution access throughout Southeast Asia, Europe and North America. ([www.maybank-atrke.com](http://www.maybank-atrke.com))

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