

Kenanga Trustees - Setting new standards in wealth management and trust services

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In an era in which Asia is witnessing unprecedented growth in wealth, the need for sophisticated trust services has never been more pressing. As a subsidiary of Kenanga Investors Bhd, Kenanga Trustees Bhd is poised to redefine the landscape of trust services, offering unparalleled expertise and solutions tailored to the needs of ultra-high-net-worth individuals and families across the region.

Tan Ping Ying, CEO of Kenanga Trustees, provides insights into the evolving dynamics of the trust industry and the strategic vision behind Kenanga Trustees' emergence.

Surging demand for trust services in Asia



The Asian market is experiencing a significant influx of ultra-high-net-worth individuals, notably in Malaysia, which ranks as one of the fastest-growing nations in terms of wealth accumulation. "This trend is a clear indicator of Asia's increasing economic in fluence and its appeal as a prime destination for investment," Tan notes.

The region is also going through the "Great Wealth Transfer", with younger generations taking control of family businesses, bringing new strategies and priorities that reshape traditional wealth management and inheritance practices.

Moreover, with advancements in regulatory frameworks such as common reporting standards (CRS) and Foreign Account Tax Compliance Act (FATCA), there has been a move towards enhanced financial transparency, encouraging the use of local trust services over traditional offshore providers.

"The evolving regulatory landscape and the rise of financial hubs in Asia underline the growing necessity for private trust services that cater for complex wealth management needs," Tan explains.

Industry trends and regulatory challenges

In April, the Companies Commission of Malaysia (SSM) issued a Consultative Document regarding the Proposed Trust Companies Bill and invited the public to give feedback on the

proposed bill, underscoring its commitment to engaging stakeholders in shaping regulatory reforms and addressing outdated legislation.

While the regulatory environment has been proactive, Tan believes challenges remain. "Many Malaysians do not recognise the importance of this aspect of financial planning, owing partly to a lack of incentives to encourage individuals and families to take interest in estate planning activities," she points out. This gap underscores the need for increased dialogue and education on the importance of estate planning, which Kenanga Trustees aims to address through comprehensive advisory services.

Strategic expansion of Kenanga Investors into the trust business

Kenanga investors' transformation into a comprehensive financial solution hub includes the integration of Kenanga Trustees to leverage and expand its existing wealth management services. "Our vision extends beyond traditional investments. We are now equipped to manage non-investment assets and provide detailed succession planning, enhancing our role as a one-stop solution for wealth management," says Tan.

At Kenanga Trustees, the journey of wealth management encompasses everything from creation and accumulation to preservation and transfer. "We provide bespoke solutions that not only ensure financial security and peace of mind but also cater for the long-term wealth preservation goals of our clients," Tan explains. The services range from personalised advisory and wealth management strategies for high-net-worth individuals to simpler estate planning solutions such as will drafting or basic trust arrangements for retail clients.

Unique edge

Kenanga Trustees distinguishes itself as a bank-backed licensed trust company, which brings a significant level of security and stability, which are qualities highly valued by clients.

In line with its belief in personalised services and flexibility, Kenanga Trustees adopts an open architecture approach that allows the company to welcome assets from other financial institutions, as it recognises the importance of accommodating clients' preferences for diversification and flexibility in asset management.

"Our team is skilled in the intricacies of domestic trust regulations, taxation and ownership structures in Malaysia, all of which are particularly relevant for Malaysian entrepreneurs and businesses. This local expertise ensures that we are uniquely positioned to offer comprehensive trust services that are optimised for our clients' specific circumstances," Tan asserts.

Commitment to ESG and charitable trusts

In response to the growing emphasis on environmental, social and governance (ESG) factors in investment, the company has integrated ESG considerations into its services. "We facilitate the establishment of charitable trusts that support a broad spectrum of initiatives from education and poverty relief to community well-being and cultural preservation, aligning our clients' wealth with their philanthropic visions," says Tan.

These initiatives are diverse and can encompass a wide range of social, educational and community-based projects, which can include supporting programmes aimed at addressing poverty and socioeconomic inequalities within communities as well as investing in educational infrastructure to empower future generations.

As the financial landscape continues to evolve, Kenanga Trustees is committed to leading the way in trust and wealth management services, ensuring that clients' wealth is preserved with integrity and a sense of greater purpose.

For more information about Kenanga Trustees, please visit www.kenangainvestors.com.my.

About Kenanga Investors Berhad 199501024358 (353563-P)

We provide investment solutions ranging from collective investment schemes, portfolio management services, and alternative investments for retail, corporate, institutional, and high-net worth clients via a multi-distribution network.

The Hong Kong-based Asia Asset Management's **2024 Best of the Best Awards** awarded KIB under the following categories, Malaysia Best Impact Investing Manager, Best Impact Investing Manager in ASEAN, Malaysia Best Equity Manager, Malaysia CEO of the Year, Malaysia CIO of the Year, Malaysia Best House for Alternatives, Malaysia Most Improved Fund House and Malaysia Best Investor Education.

At the **LSEG Lipper Fund Awards Malaysia 2024**, KIB received awards for the Kenanga Malaysian Inc Fund ("KMIF") under the best Equity Malaysia Diversified – Malaysia Pension Funds over 10 Years and the Kenanga Diversified Fund ("KDF") under the best Mixed Asset MYR Flexible – Malaysia Pension Fund over 10 Years.

The FSMOne Recommended Unit Trusts Awards 2023/2024 named Kenanga Growth Fund Series 2 as "Sector Equity – Malaysia Focused", Kenanga Shariah Growth Opportunities Fund as "Sector Equity - Malaysia Small to Medium Companies (Islamic)" and Kenanga Shariah OnePRS Growth Fund as "Private Retirement Scheme – Growth (Islamic)".

For the seventh consecutive year, KIB was affirmed an investment manager rating of **IMR-2** by Malaysian Rating Corporation Berhad, since first rated in 2017. The IMR rating on KIB reflects the fund management company's well-established investment processes and sound risk management practices. As at end-June 2023, most of KIB's funds had performed better than benchmarks and were comparable to peers.

This Press Release was issued by Kenanga Group's Marketing & Communications department.

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