

WELCOME TO  
**AHAM**  
**CAPITAL**

FREQUENTLY ASKED QUESTIONS (FAQ)

Built On Trust

[aham.com.my](http://aham.com.my)



# REBRANDING FAQ

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Affin Hwang Asset Management Berhad is now known as  
**AHAM Asset Management Berhad**  
(“**AHAM Capital**” or “the company”)

Our people, our values and what we stand for has not changed:  
**our clients’ interests continue to come first.**

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## Why are we rebranding?

- To rejuvenate the company's image and brand positioning after 20 years.
- Strategically position the company for its next growth phase.
- Reaffirm our commitment to clients in building trust.

# QUESTIONS

# 01

## What was the reason for the rebranding?

With the completion of the company's acquisition by CVC Capital Partners (CVC) on the 29 July 2022, the company sought to rebrand itself to augment its brand positioning as a trusted wealth partner as well as carve its own distinct identity as an independently managed asset and wealth management firm.

After over 20 years of sustained growth which saw the company increase its total Assets Under Administration ("AUA") from RM20 million in 2001 to RM75 billion (as at 31 July 2022), the rebranding would simultaneously serve to rejuvenate its image and strategically position the company for its next growth phase.

This would then engender a new corporate name and logo that is reflective of the company's new ambitions through three (3) strategic growth pillars:

- i. Developing a leading private wealth platform;
- ii. Building a digital innovation DNA to serve its clients better; and
- iii. Expanding its regional footprint, venturing into the greater ASEAN region.

These strategies are built upon the same entrepreneurial cornerstones the company was founded on and the new brand is meant to encompass the three strategies outlined above.

This strategic exercise would then establish a brand that has the potential to be synonymously associated with wealth, while at the same time being dynamic enough to reflect innovation and appeal to a universal audience across the ASEAN region.

Our new brand identity, i.e. AHAM Capital represents the continuation of the company's journey after 20 years through a recharged sense of focus and clarity.

By building upon the positive brand equity of our asset management capabilities, the simplified name is at once familiar to existing clients and partners, but also reflective of the company's transformation into a modern and dynamic brand with universal appeal.

In a fast-paced digital and globalised world, it is also imperative that our brand name has the capacity to traverse digital and international borders to reach new market segments and audiences.

AHAM Capital will provide us that distinct identity to support our ambition through a brand name with a neutral essence that can be easily adapted internationally and is also digitally agile.

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# 02

What does the  
new brand mean and  
what does it represent?

# 03

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What does the new logo mean?



Blending tradition and modernity, our rejuvenated brand image continues to build upon our rich heritage, while signifying the evolution of the company.

Interlocked against each other, the infinity band represents the continuous weaving of the company's values, mission and principles in driving new phases of growth.

Tightly entwined into a single infinite loop, it also signifies the unbreakable link that connects the company's key stakeholders, i.e. our clients, shareholders, employees and the communities we operate in.

By conveying a sense of constant movement, the symbol is also reflective of the company's restless spirit to continuously innovate and chart new frontiers in keeping with its entrepreneurial nature.

The typeface of the new logo is bold, contemporary and digital-friendly.

Red is closely associated with fire, energy and passion, while black is associated with elegance and wealth. The two colours combined would help project power and authority to audiences, whilst also being contemporary and dynamic.

# 04

The logo also resembles a star. What's the significance of the star symbol?

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The star symbol pays homage to the birthplace of the company in the Bukit Bintang area of Kuala Lumpur where its first headquarters was located.

The star is also an unmistakable national symbol prominently displayed in the country's flag and coat of arms. As a homegrown asset manager, the name serves as an emblem of its national identity and multicultural roots even as the company puts its stamp in the global arena.

Stars have also been used as a nautical guide enabling sailors across the ages to safely navigate the capricious seas,

echoing the company's strong commitment to its clients to navigate their wealth through different economic/market cycles as a trusted partner.

The name also signifies the company's steadfast belief in nurturing top talent and fostering teamwork within its people, creating a collection of stars in the company. The star is also traditionally a symbol of excellence, reflecting aspirations of brilliance and superior service - which are core pillars of the company's philosophy in everything it does.



Yes. Approval has been given by the Securities Commission of Malaysia to change the names of all the funds managed by AHAM Capital.

All the funds which had the prefix 'Affin Hwang' will now carry the prefix 'AHAM'. As an example, the Affin Hwang Select Income Fund will be renamed to AHAM Select Income Fund.

The process of renaming the funds are currently being done by batches and updates will be issued through our official communication channels.

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# 05

Will the fund names also change?

# 06

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## How is the acquisition by CVC expected to benefit AHAM Capital and its investors?

The acquisition by CVC Capital Partners (CVC) which is a leading global private equity and investment advisory firm will provide us a strong platform to grow and scale our business to the next level.

CVC will be supporting AHAM Capital's growth and development in the following focus areas to enable us to serve our clients better:-

- Product innovation and channel expansion
- Regionalisation and development of capital markets
- Digitalisation and digital enablement
- Growing its Shariah-compliant fund management offerings

# 07

## What's the new shareholding structure of the company?

On 29 July 2022, CVC Capital Partners (“CVC”) a global private equity and investment advisory firm acquired an approximate 68.35% controlling interest in AHAM Capital via a private equity fund, i.e. CVC Capital Partners Asia V managed by CVC. Starlight Asset Sdn Bhd serves as the investment holding vehicle of CVC’s investment into AHAM Capital.

Nikko Asset Management International Limited who have been shareholders since 2011 remains committed to AHAM Capital’s long-term growth and continues to hold its 27.0% stake in the company.

The remaining 4.65% is held indirectly by the key management personnel of AHAM Capital.



# 08

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## How will distributors and consultants be affected by the rebranding?

The company sees the rebranding effort as an opportunity to work closely with our partners to convey a rejuvenated brand image that is both unique and distinctive.

The company believes that the new brand would foster renewed energy around the business that will allow the company to enter new market segments as a trusted asset and wealth manager for a universal client base.

The rebranding does not in any way impact our legal or business relationship with our partners including any existing contracts or legal agreements. The key management of the Company will also remain unchanged, and there will be no material impact to the day-to-day management of our operations.

# 09

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## What does this rebranding mean to clients?

The company sees the rebranding effort as an opportunity to re-emphasise and refocus on its core value propositions to clients since the company was first founded:

- The purpose of the company remains clear and constant. The company is here to preserve and grow clients' wealth in a sustainable way so they can achieve their financial goals and attain financial freedom.
- The company's people, its values and what it stands for has not changed. Clients' interests shall continue to remain at the very top of everything we do.
- The company continues to maintain its client-centric focus whilst striving to always improve and innovate in order to meet their needs in a changing and ever-globalising financial landscape.

The company's Shariah investment solutions will continue to be managed and made available through its wholly owned subsidiary and Islamic investment arm, AIIMAN Asset Management ("AIIMAN").

AIIMAN's brand name and logo remains unchanged.

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# 10

How will the rebranding affect AIIMAN Asset Management?

# 11

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Will the bank account/payee details that we use currently change?

For more information, click the link below or scan the QR code for the investment payment account details.

Link

<https://aham-my.com/Investment-Payment-Details>



# 12

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Will there be a new email address to contact staff of the company?

The email address of the company has now been changed to the following format/domain, i.e., `firstname.surname@aham.com.my`

Alternatively, please get in touch with our Customer Care Team through the contact information below or scan the QR code to book an appointment.

## Customer Care



1 800 88 7080 (Malaysia)



`customercare@aham.com.my`



+6012-606 8685

## Book an Appointment





The company's business/mailing address remains the same:-

**AHAM Asset Management Berhad**  
**Ground Floor,**  
**Menara Boustead,**  
**69 Jalan Raja Chulan,**  
**50200 Kuala Lumpur.**

Please visit the link below or scan the QR code to view our other sales offices and regional branches

Link

<https://aham.com.my/get-in-touch/locate-us>



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# 13

Is there any change to the company's business/mailing address?

# 14

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What is the company's new website?

Our corporate website domain is now

**www.aham.com.my**

# 15

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Will the company's social media accounts also change?

Yes. The company's new social media accounts have been changed accordingly to:-



ahamcapital



ahamcapital



AHAM Capital



AHAM Capital



[aham.com.my](https://www.aham.com.my)

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