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Affin Hwang AM Rebrands as AHAM Capital Eyes Regional Expansion & AUA Growth of RM100 Billion

With a new name and logo, the company is charting the next phase of its journey with three strategic growth pillars (i.e. wealth management, innovation, and regionalisation)

KUALA LUMPUR – Affin Hwang Asset Management Berhad (“Affin Hwang AM” or “the company”) announced today the successful completion of its rebranding which would strategically position the company for its next growth phase after over 20 years in operations. The rebranding exercise would engender a new corporate name and logo that is reflective of the company’s new growth ambitions, while also affirming its commitment to clients in building trust.

Starting today, the company will now operate as **AHAM Asset Management Berhad (“AHAM Capital”)**. As a name that is already widely used and familiar amongst clients and business partners, the simplified brand name builds upon the positive brand equity of the company’s asset management capabilities as well as its people that has distinguished it over the years.

The rebranding is also infused with bold visual elements and a newly-designed logo that pays homage to the company’s brand heritage, while signifying its evolution into a modern and future-focused asset manager.

Dato’ Teng Chee Wai, Managing Director of AHAM Capital said, “Our new brand identity AHAM Capital marks the start of a new and exciting journey for us and our clients. Anchored by the same core values and entrepreneurial spirit since our founding in 2001, we have continuously grown from strength to strength over the years alongside our clients who have placed their hard-earned trust with us. Today, we are taking our business to greater heights by embarking on three strategic growth pillars – i.e. wealth management, innovation and regionalisation that will transform AHAM Capital into a leading independent wealth and asset management company in Southeast Asia.”

“Looking ahead, we are confident of achieving our assets under administration (AUA) target of RM100 billion in the next 3 years as we strengthen our wealth management capabilities including alternatives and private market offerings. We will also harness innovation to support the development of digital-focused solutions that will democratise access to investment products for all client segments.

“Led by the same team, we remain committed to helping our clients achieve their financial goals and forging a stronger, more resilient financial future. Alongside our new shareholder CVC Capital Partners who came on board in July 2022 as well as Nikko Asset Management who have stood by us, we will continue to chart new frontiers in wealth to empower investors in a changing financial landscape,” Dato’ Teng said.

AHAM Capital’s Journey So Far...

Since the company began operations in 2001, AHAM Capital has delivered exponential growth by growing its total assets under administration (“AUA”) from just RM20 million to over RM75 billion (*as at 31 October 2022*).

At the same time, the company has also grown from a small investment firm into an established asset management house generating RM105 million in Profit After Tax (“PAT”) for the financial year ended 31 December 2021. Last year, the company also declared a total income distribution of RM1.13 billion across its retail and wholesale funds.

On 28 January 2022, Affin Bank announced that funds advised by CVC Capital Partners (CVC), a leading global private equity and investment advisory firm with approximately US\$125 billion of assets under management, has agreed to acquire approximately 68% of the equity interest in AHAM Capital.

The acquisition was approved by the Securities Commissions Malaysia (“SC”) on 1 July 2022, and upon successful completion of the acquisition on the 29 July 2022, AHAM Capital has ceased to be a subsidiary of Affin Hwang Investment Bank. Today’s rebranding would serve to augment the company’s brand positioning as a trusted wealth partner as well as carve its own distinct identity as an independently managed asset and wealth management firm.

The acquisition by CVC which is a leading global private equity and investment advisory firm will provide AHAM Capital a strong platform to grow and scale its business to the next level. AHAM Capital will work closely with CVC to continue driving the growth of its wealth management business and spearhead digitalisation, as well as to devise a plan for expansion into key markets across Southeast Asia.

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 Sdn. Bhd. ("AIIMAN").

Visit www.aham.com.my to learn more and access a list of rebranding FAQs.

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For media enquiries, please contact:

Wan Emi Muttalib | emi.muttalib@aham.com.my | +6010 231 8183

Lee Sheung Un | sheungun.lee@aham.com.my | +6017 296 3781

About AHAM Asset Management Berhad

AHAM Asset Management Berhad ("AHAM Capital") (*formerly known as Affin Hwang Asset Management Berhad*) is an institutionally-owned, independently managed asset and wealth management firm. Our purpose is clear. We are here to help our clients build wealth and achieve their financial goals through their trust.

Over the years, we have served the needs of corporates, institutions, pension funds, high net worth individuals and the mass affluent in building a stronger, more resilient financial future by delivering better investment outcomes and creating a positive impact.

Drawing upon years of expertise and experience, we invest into an array of asset classes including equities, fixed income, money market instruments, structured products, and other alternative assets to generate long-term sustainable returns. By adopting a holistic and client-centric approach, our wealth platform allows investors to gain access to regional and global solutions across multiple strategies in various asset classes.

Through a stable of unit trust funds, exchange-traded funds, Shariah-compliant and cash management solutions, we provide comprehensive solutions that help investors realise their financial goals. For private wealth & family offices, we also offer bespoke wealth management solutions including portfolio management and advisory which are tailored to achieve specific outcomes.

Embracing the same entrepreneurial ethos of the company since its founding, we are charting new frontiers in wealth through innovative and progressive solutions that empower investors in a changing world. These include spearheading digitalisation initiatives that would enhance client experience as well as make investing simpler and more accessible to everyone.

As a corporate citizen, we are committed to growing together sustainably with the communities we operate in by fostering greater financial inclusion as well as championing financial literacy.

Incorporated in Malaysia on 2 May 1997, AHAM Capital first began operations under the name Hwang-DBS Capital Berhad in 2001. 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. AHAM Capital is also 27.0% owned by Nikko Asset Management International Limited, a wholly-owned subsidiary of Tokyo-based Nikko Asset Management Co. Ltd., an Asian investment management franchise. The remaining 4.65% are held by the key management personnel of AHAM Capital.

AHAM Asset Management Berhad

(Formerly known as Affin Hwang Asset Management Berhad)

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AHAM Capital's Shariah investment solutions are made available through its wholly owned subsidiary and Islamic investment arm, AIIMAN Asset Management Sdn. Bhd. ("AIIMAN").

Since its inception in 2001, AHAM Capital has achieved an exponential growth in its total assets under administration ("AUA"). As at 31 October 2022, the total AUA, comprising in-house unit trust funds as well as corporate and discretionary portfolios stood at approximately RM75.0 billion (combined AUA of AHAM Capital and AIIMAN).

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