



## **PRESS RELEASE**

**For Immediate Release  
11 October 2021**

### **ASNB LAUNCHES e-KYC-BASED ONLINE ACCOUNT REGISTRATION AND #JOMLABUR CAMPAIGN**

*Malaysians can now open accounts, set investment goals, and invest on-the-go via the myASNB app, with attractive prizes to be won*

**KUALA LUMPUR, 11 October 2021**– Amanah Saham Nasional Berhad (ASNB), the wholly-owned unit trust management company of Permodalan Nasional Berhad (PNB), today announced the launch of its mobile registration and onboarding feature (e-KYC<sup>1</sup>), as well as a new goal-based investing function in the myASNB mobile application (app). Alongside the enhancements to the app, ASNB also kicked off a **#JomLabur** campaign until the end of the year, offering all unit holders a chance to win up to RM200,000 worth of prizes.

The new mobile onboarding feature allows Malaysians to open accounts via the myASNB app, without having to visit ASNB branches or its agents. Likewise, existing ASNB customers can set up their myASNB portal and mobile app accounts, or update their personal details directly through their myASNB accounts (portal or app), enabling them to begin investing from the comfort of their homes.

Meanwhile, the new goal-based investing function, *Target Labur*, is designed to encourage individuals to achieve their financial goals such as buying a property, saving for retirement, planning for a vacation, or setting aside funds for their child's education. In addition to the pre-set goals, unit holders can also customise their own targets. The *Target Labur* function is being rolled out in stages from 8 October, starting with those in the 18-34 years old category, and will be available to all myASNB app users by 29 October 2021. All existing users of the myASNB app are encouraged to update their apps in order to utilise the new and upgrade functions.

In line with the new features, ASNB kicked off the **#JomLabur** campaign to reward unit holders who create two goals of at least RM5,000 each. The campaign, which runs from 8 October to

31 December, is supported by UMW Group, Payments Network Malaysia Sdn Bhd (PayNet), Jirnexu Sdn Bhd (holding company of RinggitPlus.com) and GrabCar Sdn Bhd. Unit holders who create two goals with a target value of at least RM5,000 per goal stand a chance to win prizes such as a Toyota Vios, a Toyota Yaris, two iPhone 12, three iPads, 30 RinggitPlus Financial Planner access passes, or 200 GrabFood vouchers.

As part of ASNB's Digitalisation Strategy, the enhancements to the myASNB app are aimed to facilitate seamless and convenient investing for all Malaysians to achieve their financial goals.

President and Group Chief Executive of PNB, Ahmad Zulqarnain Onn said, "These enhancements on the myASNB mobile app are part of our commitment to continuously deliver innovation to our unit holders. Anyone can now open an ASNB account or register for the myASNB portal and app purely through their mobile phone. With the **#JomLabur** campaign, we provide unit holders with a convenient and hassle-free feature to help them achieve their financial goals through regular and consistent investments."

Ahmad Zulqarnain added that, "PNB is pleased to collaborate with our campaign partners, UMW, PayNet, RinggitPlus and Grab, and we are grateful to them for showing their support by sponsoring **#JomLabur** prizes in cash and in kind. We look forward to similar partnerships in the future for the benefit of all Malaysians."

Dato' Ahmad Fuaad Kenali, President & Group Chief Executive Officer of UMW Holdings Berhad, the platinum sponsor of the **#JomLabur** campaign, said "In line with our commitment to support the promotion of investment education to the general public, we are pleased to support ASNB in its effort to encourage Malaysians to invest for their future. We wish to congratulate ASNB on the improved features which will better assist investors in achieving their investment objectives."

Peter Schiesser, Group Chief Executive Officer of Payments Network Malaysia Sdn Bhd (PayNet), the gold sponsor of the **#JomLabur** campaign, said, "We are honoured to partner with PNB in the digitalisation of investments with the provision of FPX for the payment of investments in ASNB unit trusts in the myASNB app. With Malaysia's highly banked population, having FPX as a payment option for myASNB is beneficial and cost-effective in helping people in both urban and rural areas to invest for their future. This is in line with our vision of empowering Malaysia's digital economy."

The myASNB mobile app is available for [iOS](#), [Android](#) and [Huawei](#).

<sup>1</sup>e-KYC (Electronic Know-Your-Customer) is a solution that allows financial institutions to verify a customer's identity and onboard customers online, reducing the need for human intervention. The e-KYC feature in ASNB's myASNB app has been developed in line with the requirements stated in [Bank Negara Malaysia's eKYC policy document](#) issued on 30 June 2020.

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## For More Information

### ASNB Online Account Registration (e-KYC Onboarding)

Online account registration Web page: [https://www.asnb.com.my/applylabur\\_EN.php](https://www.asnb.com.my/applylabur_EN.php)

ASNB online account registration tutorial video: <https://youtu.be/dOtj8cY5RSM>

### Target Labur (Goal-Based Investment)

Target Labur Web page: [https://www.asnb.com.my/targetlabur\\_EN.php](https://www.asnb.com.my/targetlabur_EN.php)

Target Labur tutorial video: <https://youtu.be/vOsNKjG2qc4>

#JomLabur terms and conditions: <https://www.asnb.com.my/img/targetlabur/T&C%20EN.pdf>

### About Permodalan Nasional Berhad (PNB)

Permodalan Nasional Berhad (PNB) is one of the largest fund management companies in Malaysia with assets under management (AUM) currently exceeding RM300 billion. PNB's portfolio covers strategic investments in Malaysia's leading corporates, global equities, private investments and real estate. For more information, please visit [www.pnb.com.my](http://www.pnb.com.my).

### About Amanah Saham Nasional Berhad (ASNB)

Amanah Saham Nasional Berhad (ASNB) is the wholly-owned unit trust management company of PNB with 32 branch offices and more than 2,700 agents nationwide. ASNB currently manages 16 unit trust funds with more than RM260 billion units in circulation (UIC) and more than 14 million accounts. For more information, please visit [www.asnb.com.my](http://www.asnb.com.my).

### About Jewel Digital Ventures (JDV)

Jewel Digital Ventures (JDV) is a wholly-owned subsidiary of PNB focusing on venture building and venture investing, with the aim of enhancing wealth creation for all Malaysians through financial technology. JDV currently holds a stake in Raiz Malaysia, and continues to support ASNB with technology building for the myASNB mobile application. For more information, please visit [www.jeweldv.com](http://www.jeweldv.com).

## Issued by Permodalan Nasional Berhad