

PNB

ASNB to be on more online banking sites

KUALA LUMPUR: Permodalan Nasional Bhd (PNB) expects to collaborate with 10 banking agents to place the Amanah Saham Nasional Bhd (ASNB) investment platform on their online banking sites by the end of next year.

PNB chief technology officer Muzaffar Othman said it is finalising the deal with one more financial institution before announcing it to the public later this year.

“By early next year, we hope the platform will be up and running, in our efforts to make financial inclusion easier

for current and future ASNB unitholders.”

In playing digital catch-up, the government-linked investment company recently launched a

mobile application called MyASNB, which enables unit trust holders to access their accounts as well as invest directly from their banks through the financial process exchange.

“Through our online platforms, we can monitor the investments made in real-time. This is a

step forward compared to only monitoring manually at banks,” said Muzaffar.

Since starting digitalisation efforts in 2016, Muzaffar said PNB has seen a 200 per cent surge in transactions year-on-year.

“This is a huge improvement for us.”

He said PNB is also aiming to attract younger investors and those lacking knowledge about ASNB funds through digital initiatives.

“We will increase our online engagement to enhance awareness of ASNB unit trust funds.”

PNB has 11 million unitholders and RM301 billion in asset under management.

“These initiatives are in line with the government’s vision for shared prosperity and to raise the awareness of the importance of investing for the future,” said Muzaffar. **Bernama**

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200pc

Surge in Permodalan Nasional Bhd transactions year-on-year since digitalisation efforts in 2016