

MEDIA RELEASE

For immediate release

Eastspring's new campaign encourages millennials to take charge of investments

Kuala Lumpur, 23 January 2020 - Eastspring Investments Berhad ("Eastspring") has launched a new campaign designed to encourage healthy investment habits amongst Malaysian millennials. In a broad education campaign that will run throughout the year, Eastspring has developed a series of three videos with the first to be released during Chinese New Year.

The first video is titled "License to Adult: Jason" and depicts a young man, Jason, visiting relatives during the holiday season. Jason surprises everyone - especially one nosy uncle - by 'being an adult' having invested with Eastspring.

"For many millennials investing is an intimidating concept, involving commitment and money. Some are in the midst of paying their student loans, others are living vicariously through the you-only-live-once (YOLO) mindset and most are scared of the mention of risk," says Yap Siok Hoon, Chief Sales and Marketing Officer of Eastspring Investments Berhad.

To change these views, Eastspring drew inspiration from another cultural insight: Malaysian millennials want to be acknowledged as adults, especially by their parents and/or relatives. Since investing is usually seen as an 'adult' thing to do, the first video takes a lighthearted approach to letting millennials know that they are 'adult verified' when they invest with Eastspring.

"Investing regularly in unit trusts reduces general investment risk in two key ways. Firstly, unit trusts are a diversified portfolio of securities, so your wealth is not reliant on the fortunes of just one type of security. And secondly, investing regularly helps smooth out the fluctuations in unit prices - you get fewer units when the unit price is up and more when the unit price is down - so you average out the cost of your investment," says Ms Yap.

"You can invest regularly with as little as RM100 a month, making it very affordable for young people," added Ms Yap.

"We are targeting Malaysian millennials because it is important to start planning for your future as early as possible. The earlier you start, the less of a burden it will be to secure your financial needs and build resilience against financial shocks in the years ahead."

The video has been released across Eastspring's Facebook and Instagram pages, and can also be viewed on its [Youtube Channel](#)

The videos are accompanied by Greenhouse, a series of educational materials about investing and the benefits of regular investment that can be found on Eastspring's corporate website, www.eastspring.com/my/education

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ABOUT EASTSPRING INVESTMENTS

Eastspring Investments is a leading asset manager in Asia that manages over USD 216 billion assets on behalf of institutional and retail clients as at 30 June 2019. Operating in Asia since 1994 in 11 major markets plus offices in North America and Europe. Eastspring Investments is the Asian asset management business of Prudential plc, one of the world's largest financial services companies.

ABOUT EASTSPRING INVESTMENTS BERHAD

Established in 2000 and based in Kuala Lumpur, Eastspring Investments Berhad is one of the leading asset management companies in Malaysia in both institutional and retail, with RM42 billion in assets under management in the country as at 30 June 2019. It manages unit trust funds, wholesale funds as well as private mandates.

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