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iFAST Financial Named Advisors’ Choice of the Year and Outstanding Investment Platform

3 December 2010 – iFAST Financial (HK) Limited (“iFAST Financial”) has been named winner for the “Advisors’ Choice of the Year” and outstanding achiever for “Best Investment Platform” in the Wealth Management Awards of the Year 2010.

The award of “Advisors’ Choice of the Year” aims to identify organisations that primarily distribute products through third-party professionals, have the best in quality product range, fee structure and support to distributors and their end clients. The “Best Investment Platform Award” aims to identify investment platforms that are nominated as the best in most aspects by the most number of end users and distributors with the best scope, functionality, service and choice of investment classes, where wealth managers can confidently run their business.



Mr Kelvin Yip (left), General Manager of iFAST Financial (HK) is delighted to win the Award. Beside Mr Yip is Mrs Francine Fu Kwong, member of the judging panel and the Managing Principal and owner of Coram Advisory Services (HK) Ltd.

Organised by Benchmark Magazine, the Wealth Management Awards of the Year 2010 is an accolade and a testament to Hong Kong’s financial services’ continue strive for distinction. The award has altogether 13 company categories. In the winner selection process, two Outstanding Achievement Award winners are picked from each category in the first round and then compete as finalists in the final round. iFAST Financial is nominated for “Advisors’ Choice of the Year” and “Best Investment Platform Award” in the first round, and has won the “Best-in-Class” award for category of “Advisors’ Choice of the Year” in the final round.

Wealth Management Awards of the Year 2010

Advisors Choice of the Year		
Outstanding Achievers	iFAST Financial (HK) Limited	Friends Provident International Limited
Best-In-Class Winner	iFAST Financial (HK) Limited	
Best Investment Platform Award		
Outstanding Achievers	iFAST Financial (HK) Limited	The Hong Kong and Shanghai Banking Corporation Limited

Mr Patrick Ho, Managing Director of iFAST Financial (HK) Limited, expresses his delight in winning the titles: “We are very encouraged that our services have been recognised through the Benchmark Wealth Management Awards. Our good performance hinges solely on us having a good team of staff supporting our platform infrastructure, and ensuring that all aspects of our offerings are the best. We will continue to press on and achieve even greater heights in the years to come, and to bring further growth and opportunities to our staff, clients and various stakeholders of the mutual fund industry.”

Kelvin Yip, General Manager of iFAST Platform Services (HK) Limited says: “Winning the award marks a tremendous progress and indeed an excellent encouragement and booster for us to continue to push ahead. We work closely with IFAs as well as private bankers to serve different clients. Besides, we have just soft launched our iFAST Global Prestige platform for wealth advisors who manage wealth for high-net-worth individuals. Not only we make available for more than 600 direct funds but also other investment options like ETFs and direct bonds will be included. We provide a one-stop solution for advisors to do what they are best at - building relationship and managing portfolios and we will do the rest. We won’t stop here but will continue to expand our product offering as well as to make our advisors’ life easier and more scalable. The wealth management industry in Hong Kong has faced significant changes, and we will continue to work hard with financial advisors to serve the clients.”

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About iFAST Financial

iFAST Financial (HK) Limited is a wholly-owned subsidiary of iFAST Corporation Pte Ltd (“iFAST Corporation”).

iFAST Corporation was established in January 2000 and is now the holding company for its subsidiaries in Asia, including iFAST Financial Pte Ltd - Singapore’s leading provider of investment administration platform for IFAs and the largest online mutual fund distributor. iFAST launched its Hong Kong B2C (Fundsupermart.com) and B2B businesses in July 2007 and July 2008 respectively through iFAST Financial (HK) Limited. iFAST Corp is also present in Malaysia, with the launch of the two B2C and B2B platforms in 2008. In April 2009, iFAST Corp expanded its business to India.