

# Maybank Asset Management launches MAMG Premium Brands Fund



## INVESTMENT

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Maybank Asset Management Sdn Bhd CEO Hisham Hamzah

KUALA LUMPUR: Maybank Asset Management Sdn Bhd (MAM) in collaboration with Pictet Asset Management (Europe) SA has launched the MAMG Premium Brands Fund.

The fund is a qualified Sustainable and Responsible Investment (SRI) fund under the Securities Commission Malaysia's Guidelines on Sustainable and Responsible Investment Funds.

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In a statement, MAM said the fund is a feeder fund that aims to achieve capital growth by investing in the Pictet Premium Brands (the target fund).

The target fund is designed for those seeking to benefit from prestigious, high-performance products and services that shape consumer trends and enjoy strong market recognition. It makes strategic investments in leading companies behind iconic brands across the various consumer segments such as luxury, leisure, travel, sport, food, and cosmetics worldwide.

“This fund is a great addition as we expand our suite of products to offer investors greater diversity. With significant demand resurgence from China, global travel resuming and the buying power of Gen Y, Z and Alpha in emerging markets set to dominate global luxury purchases, it is a timely chance for investors to enhance their wealth in step with the growing demand for premium brands,” MAM chief executive officer Hisham Hamzah said.

“As the global luxury goods market grows at 22% year-on-year and this spending trend set to continue, this niche portfolio fund with its high barriers to entry will sustain its exclusive and best-in-class repertoire.

“Investors will also have peace of mind as the premium brands the Fund covers have strong pricing power and are able to maintain strong profits through inflationary periods,” he added.



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The base currency of the fund is in US dollar and is offered in five currency classes, namely USD Class, MYR Class, MYR (Hedged) Class, AUD (Hedged) Class and SGD (Hedged) Class.

The minimum investment amount is US\$1,000 for USD Class, RM1,000 for MYR and MYR (Hedged) Class, A\$1,000 for AUD (Hedged) Class and S\$1,000 for SGD (Hedged) Class.

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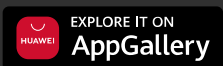
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