



PRESS RELEASE

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BANK MUAMALAT, FIRST FULL-FLEDGED ISLAMIC BANK TO LAUNCH SHARIAH COMPLIANT DIGITAL MOBILE-BASED GOLD INVESTMENT PLATFORM, EASIGOLD

Kuala Lumpur, 24 May 2021: Bank Muamalat Malaysia Berhad (Bank Muamalat) and ACE Capital Growth Sdn Bhd (ACE Capital) launched its first Shariah compliant digital mobile-based gold investment platform, EasiGold, today, which enables customers to invest in gold expediently, via mobile app on all mobile devices.

Bank Muamalat aims to promote gold as a safer investment alternative for Malaysians from all walks of life, by offering tiered pricing with a spread of as low as 1.5% depending on market conditions. The launch of EasiGold complements the Bank's existing gold product offerings. Bank Muamalat currently offers Shariah compliant gold investment through its Muamalat Gold-i range of products.

Bank Muamalat President and Chief Executive Officer, Khairul Kamarudin said the platform caters to shifting customer preference towards mobile accessibility. Bank Muamalat is leveraging on the financial technology or fintech expertise offered by ACE Capital to provide a comprehensive and innovative Islamic wealth management solution for its customers.

"Bank Muamalat is the first full-fledged Islamic financial institution in the country to offer a fully digital mobile-based gold investment platform," said Khairul.

"The straightforward user experience helps customers to start investing in gold within minutes to grow and manage their wealth," added Khairul.

The EasiGold platform offers 'live' gold price display which enables customers to buy and sell London Bullion Market Association (LBMA) certified 999.9 gold purity in real time spot prices. The 'price alerts' feature provides customers with the preferred and targeted 'buy' and 'sell' prices. Another unique feature is that the platform allows for conversion to unique physical denominations of 1 gram minted gold, or 1 or 5 Dinar gold coins.

Meanwhile ACE Capital Chief Marketing Officer and Executive Director, Fong Pok Yee said the company is pleased to be partnering with Bank Muamalat, which has credible know-how and experience in the gold business, as its marketing agent and gold storage provider.

"With this platform, trading in gold is now available at your fingertips. We believe the platform will appeal to targeted active Millennial and Gen Z demographics who





favour alternative investments. Investing has never been easier as EasiGold provides live gold price display and makes access to gold investing fairly simple,” added Fong

To download and install the app in your smart phones, just go to Google Play Store or Apple App Store. For more information on EasiGold, please visit Bank Muamalat website at www.muamalat.com.my or contact our Customer Service Centre at 03-2600 5500.

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