

## **PNB Targets Gen-Y For ASB 2**

**Bernama**

**2 Apr, 2014**

KUALA LUMPUR, April 2 (Bernama) -- The RM10 billion Amanah Saham Bumiputera 2 (ASB2) unit trust scheme, which was launched by Prime Minister Datuk Seri Najib Tun Razak today, is aimed at Bumiputera youths or Gen-Y, which are those aged 19 to 34.

Group President/Chief Executive, Tan Sri Hamad Kama Piah Che Othman, said said priority would be given to ASB unit holders who had 200,000 units and planned to diversify and increase their investments in Amanah Saham Nasional Bhd.

Hamad Kama Piah said this at a recent briefing on the latest offering by Permodalan Nasional Bhd (PNB) recently.

He said ASB2 retained the features of ASB as it has proven to be successful in weathering various economical changes.

"The limited units launched are also suitable during the current economic conditions after taking into consideration the sizes of other PNB unit trust funds," he said.

Hamad Kama Piah said so far, the participation of Gen-Y in ASNB products was recorded at 28.1 per cent from the overall profile of ASNB unit holders, while the rest were held by those 40 and above and parents or guardians of children aged six months to 18 years.

"PNB/ASNB provides an investment education platform for them (Gen-Y) and for other Malaysians in general," he said, adding that PNB hoped that the younger generation would choose ASB2 as their main investment instrument and to make it their way of life.

As at February 2014, ASNB recorded a total 184.86 billion units subscribed by 11.81 million unit holders of its various unit trust funds, with 89 per cent of them Bumiputeras and the rest non-Bumiputeras.

-- BERNAMA

Copyright © 2014 BERNAMA

Source: <http://www.bernama.com/bernama/v7/newsindex.php?id=1027247>