



Press kit

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StashAway in a nutshell

StashAway is a data-driven digital wealth management platform that personalises financial planning and portfolio management for the vast range of needs of both retail and accredited investors.

It was founded on the belief that redefining wealth management is more than creating an app and a modern user experience; it's about making sophisticated investment strategies accessible to the mass affluent, leveraging advanced technology and data, and establishing trust with consumers as their world becomes increasingly mobile, technological, and ultra-personalised.

Key facts

Founded in 2016 by Michele Ferrario, former Group CEO of ZALORA; Freddy Lim, former Managing Director and Global Head of Derivatives at Nomura; and Nino Ulsamer, founder of multiple successful software companies around the world. The investment product was launched in July 2017.

In Singapore, we operate with a Capital Market Services License for Retail Fund Management from Monetary Authority of Singapore (MAS).

In Malaysia, we operate with a Capital Market Services License for Digital Investment Management from Securities Commission Malaysia.

Raised a total of MYR 83.0 million (\$20.4 million USD) as of July 29, 2019.

- MYR 49.4 million (\$12 million USD)
Series B in July 2019
- MYR 21.8 million (\$5.3 million USD)
Series A in March 2018
- MYR 10.3 million (\$2.5 million USD)
Pre-series A round in May 2017
- MYR 2.5 million (\$600,000 USD)
Seed round in November 2016

USPAs

- No minimum balance,
- No lock-up period,
- Flexible deposits and withdrawals, and
- Annual management fees between 0.2% and 0.8%.
- Accept RM deposits.

Investment strategy

Our investment team designed an investment strategy that focuses on maximising returns while maintaining a given risk level under any economic condition. We call the investment strategy, Economic Regime-based Asset Allocation, or ERAA.

ERAA is intrinsically designed to navigate the ups and downs of economic cycles, and it ignores market noise. Our system manages each portfolio's asset allocation based on how the asset classes historically perform in similar economic environments. In short, when economic data indicate a change in the economic environment or a valuation gap in an asset, the technology prepares the affected portfolio by re-adjusting the asset allocation to maintain the determined risk levels set by each individual client.

After in-depth backtesting, we confirmed that ERAA would have outperformed in risk-adjusted terms during the global financial crisis of 2008, as well as over even longer time horizons.

More on ERAA:

<https://www.stashaway.my/r/stashaway-2008-backtest>

Technology

Our technology is what supports the investment framework. It builds dynamic, personalised portfolios for each client by considering personal factors, such as salary, age, risk tolerance, and time horizon to reach a goal, and then combines those with external factors, such as the market and economic conditions, and inflation.

The technology manages the portfolio to ensure that the personal settings are always accounted for in the face of changing economic and market conditions that it looks out for.

All security trading happens automatically and aggregately, which maximises efficiency that we pass along to our customers in the form of lower fees.

Our team



Michele Ferrario

Chief Executive Officer, Co-Founder
15 years of experience in the financial industry and ecommerce
www.linkedin.com/in/michele-ferrario-a464211/

Our team



Freddy Lim

Chief Investment Officer, Co-Founder
18 years of experience in cross-asset investing
www.linkedin.com/in/freddy-lim-440b4897/

Our team



Nino Ulsamer

Chief Technology Officer, Co-Founder
15 years of experience in technology and building
internet companies
www.linkedin.com/in/ninoulsamer/

Our team



Francis Rozario

Non-executive Director
30+ years in financial services and managing banking
institutions internationally

Our team



Raj Dugur

Non-executive Director
15+ years of leadership experience in private equity
and banking

Our team



Wong Wai Ken

Country Manager - Malaysia

11 years experience in investments and capital markets

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Want to know more?

Contact pr@stashaway.com for any questions or requests
For 3-hour turnaround requests quote@stashaway.com

Visit www.stashaway.my for more information

Resources and Insights:
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