

MALAYSIA WEALTH MANAGEMENT FORUM

Growth of Digital Wealth Management in Malaysia

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Head of Sales APAC

Key data about additiv

Who we are



Mature Fintech company



Vast experience with top tier brands and banks



Well capitalized, privately owned, backed by strong investor group



Progressive technology and infrastructure, API-first, cloud-native



> 750 standard APIs in wealth, credit, insurance, and risk



Enabling institutions to capture the orchestrated finance opportunities

Where we are

Switzerland



Singapore



Germany



Indonesia



UAE



Eastern Europe



Employees: ~280



R&D: ~70



Awards



Global Clients



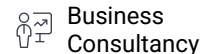
Global / APAC HQ



Innovation & PM



Development Centers

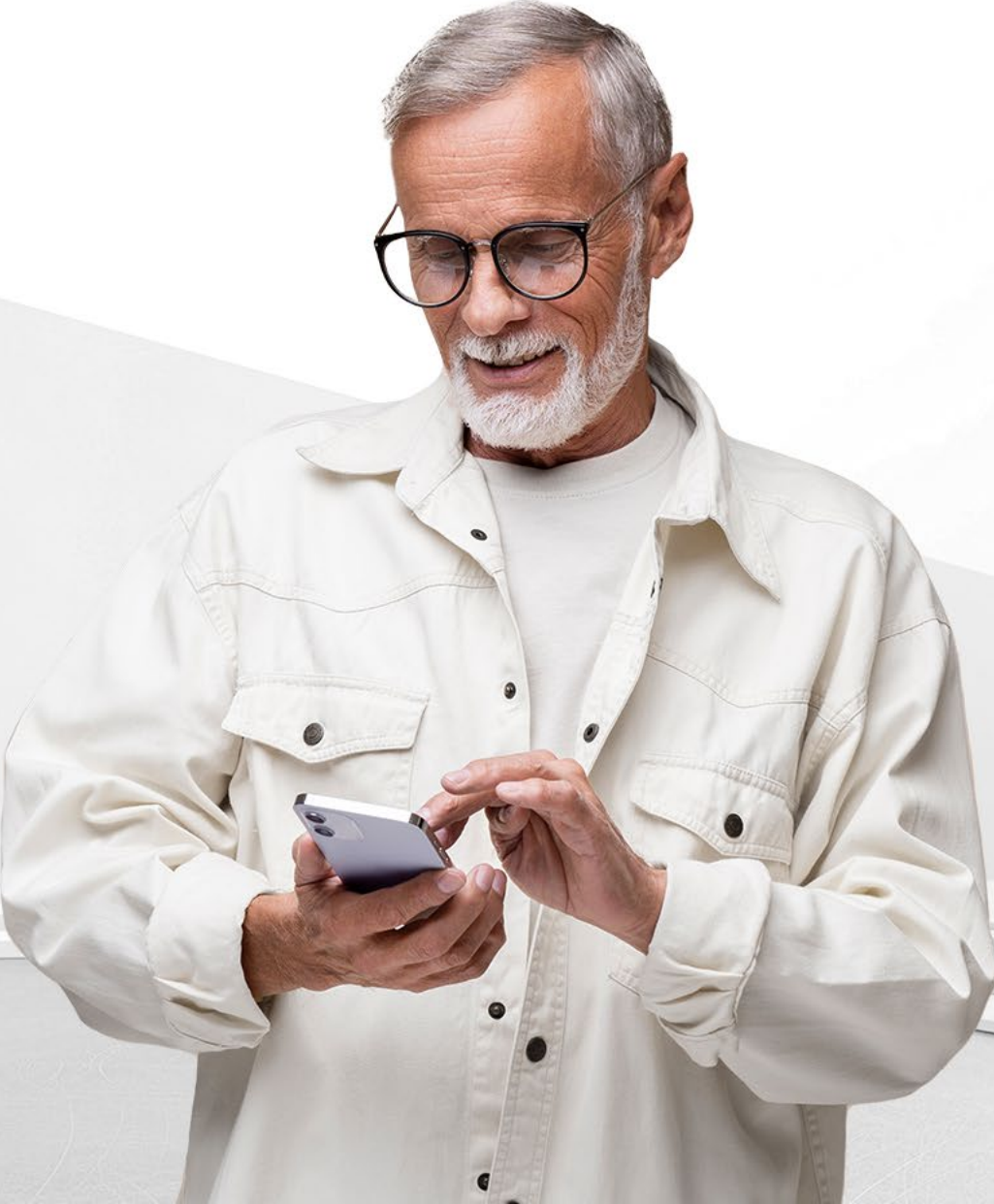


Business Consultancy



Business Development

It's 2023: What do your customers want?



Malaysia digital economy is set to grow at an accelerated pace due to its favorable demographics, economics and start-up emergence.



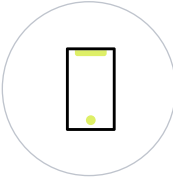
Global Ranking Startup
21st



Population
34M



Median Age
30



Smart Phone Users
88%



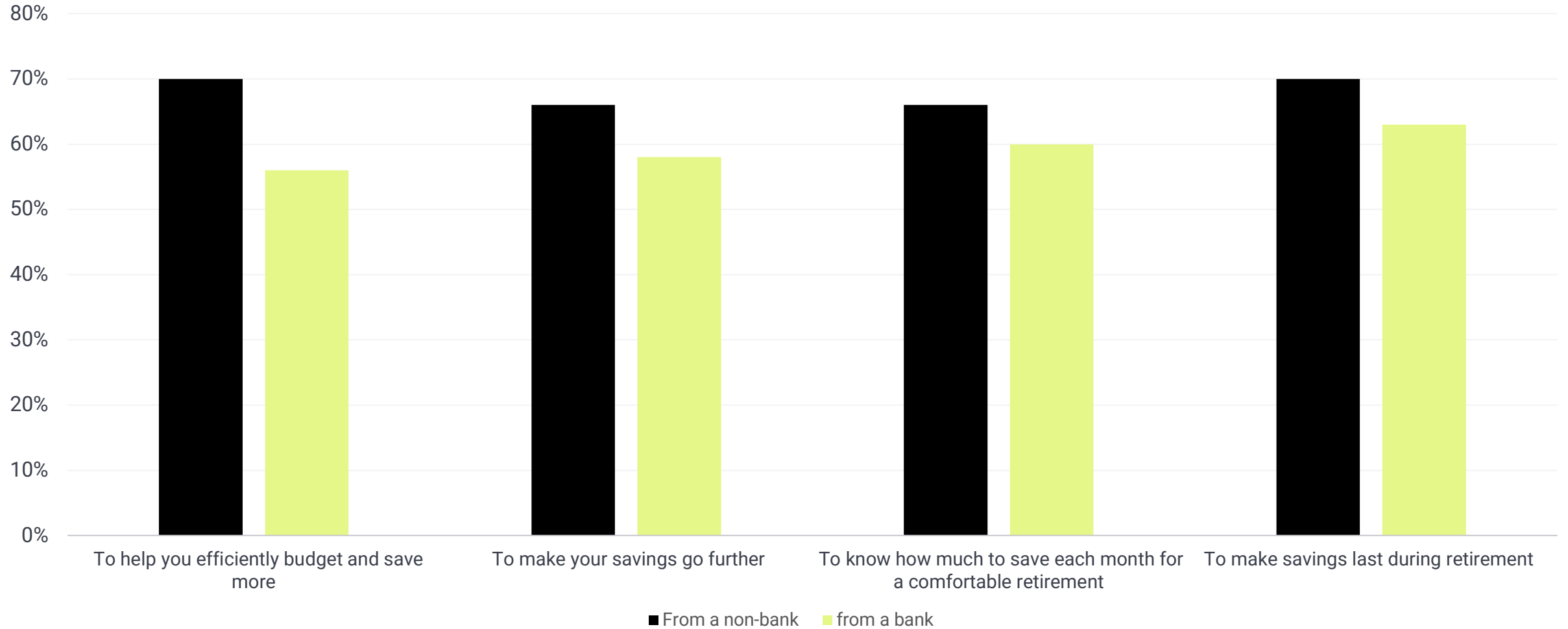
Social Media Users
92%



Daily Time on Digital Devices
14 hours

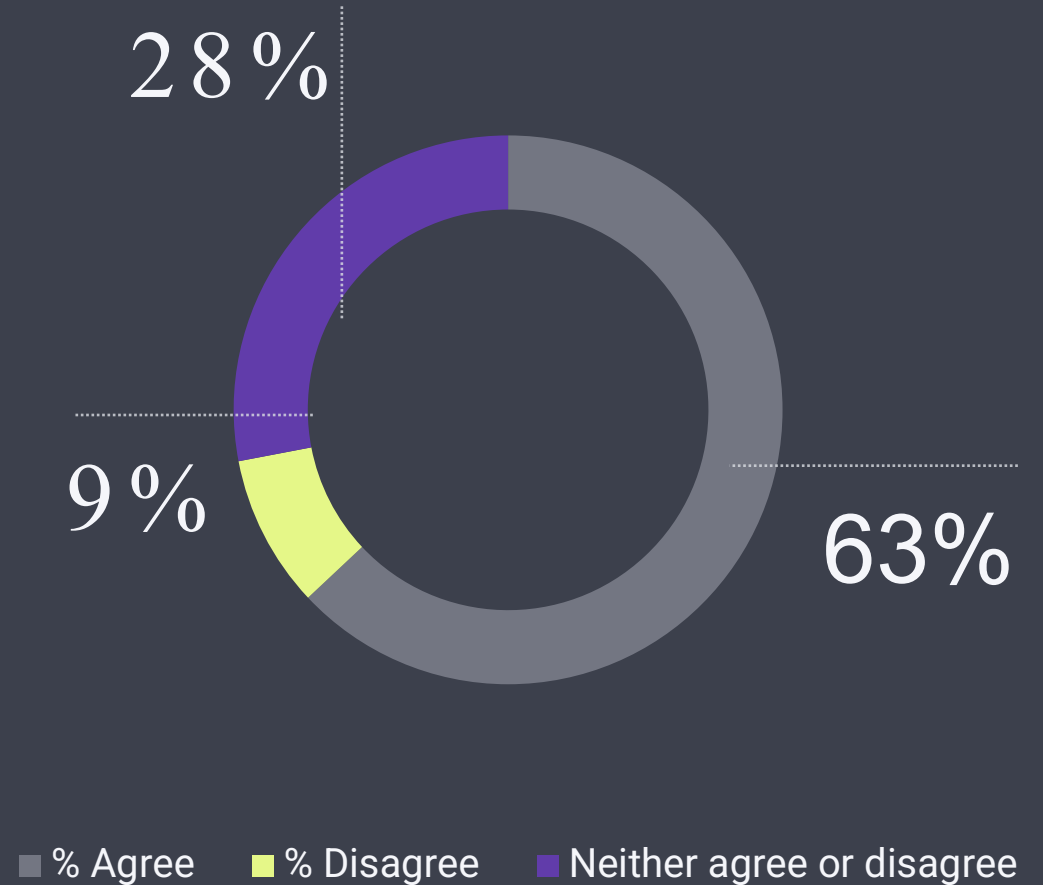
Market Landscape: Malaysian consumers want to save but not always with a bank

Interested in automated information and recommendations

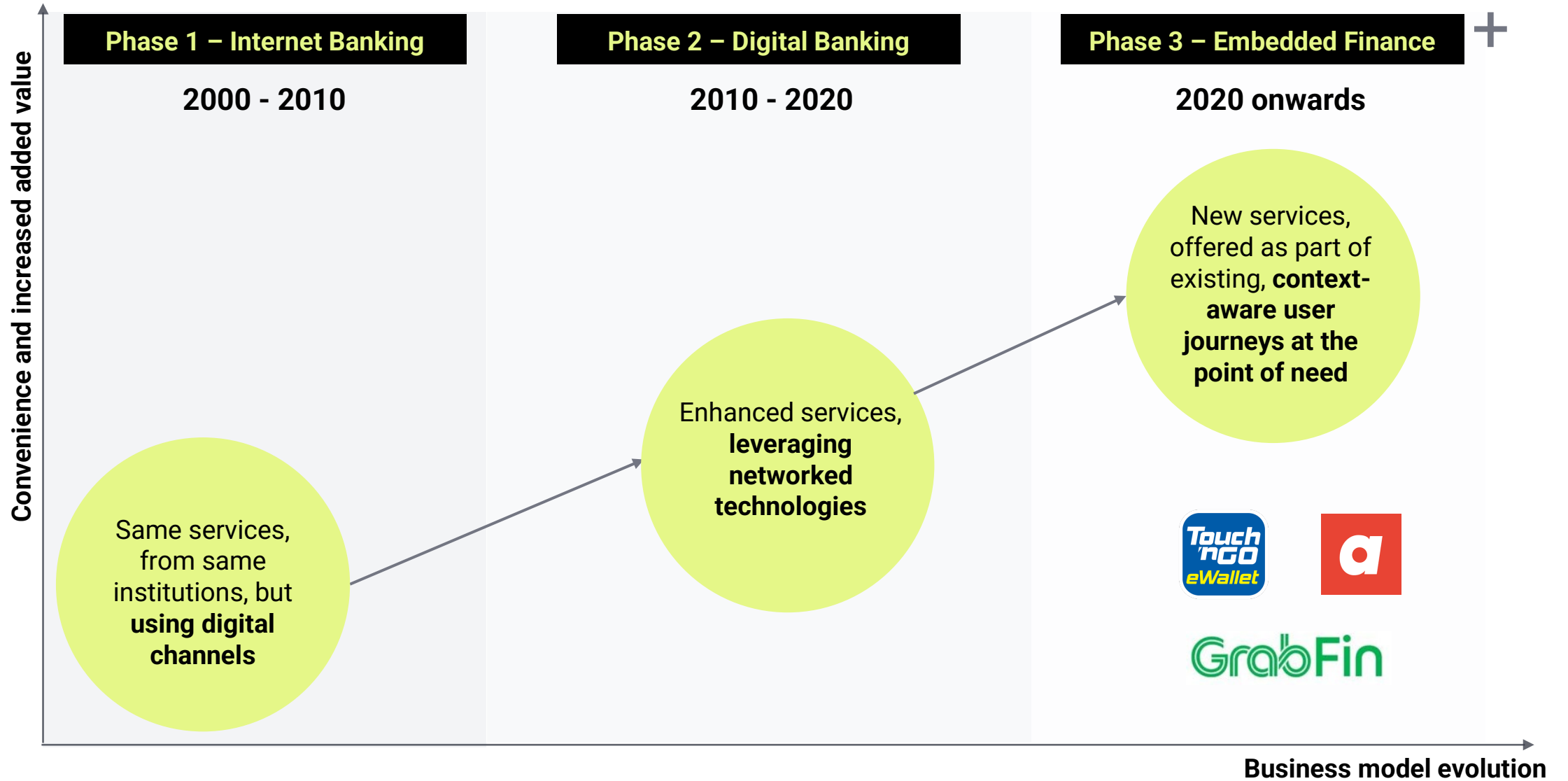


Malaysia consumers have low loyalty towards their bank

% Malaysian consumers who would consider switching to a different bank for more innovative services

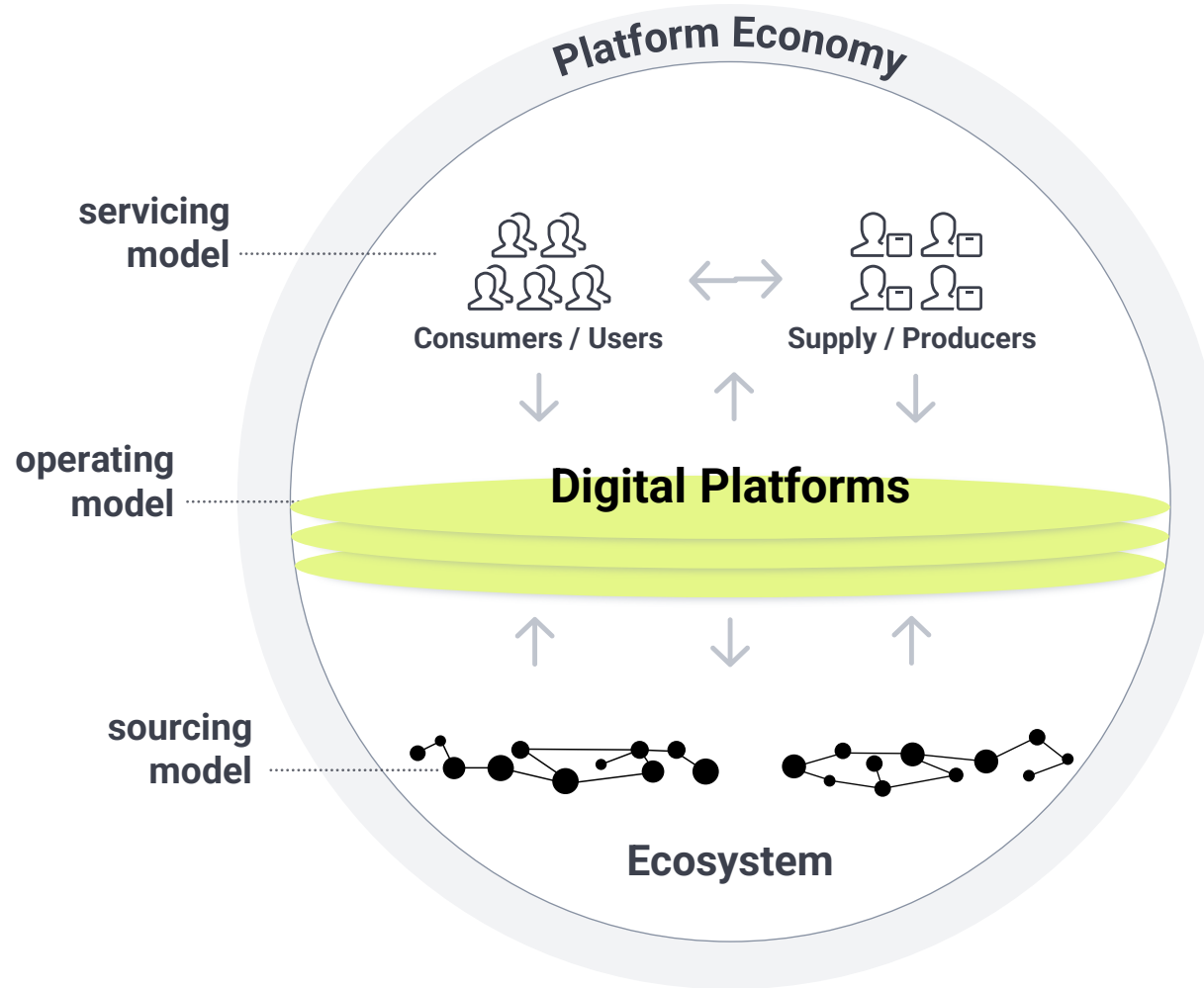


Evolution of embedded finance



Demographics dividend meets business model innovation

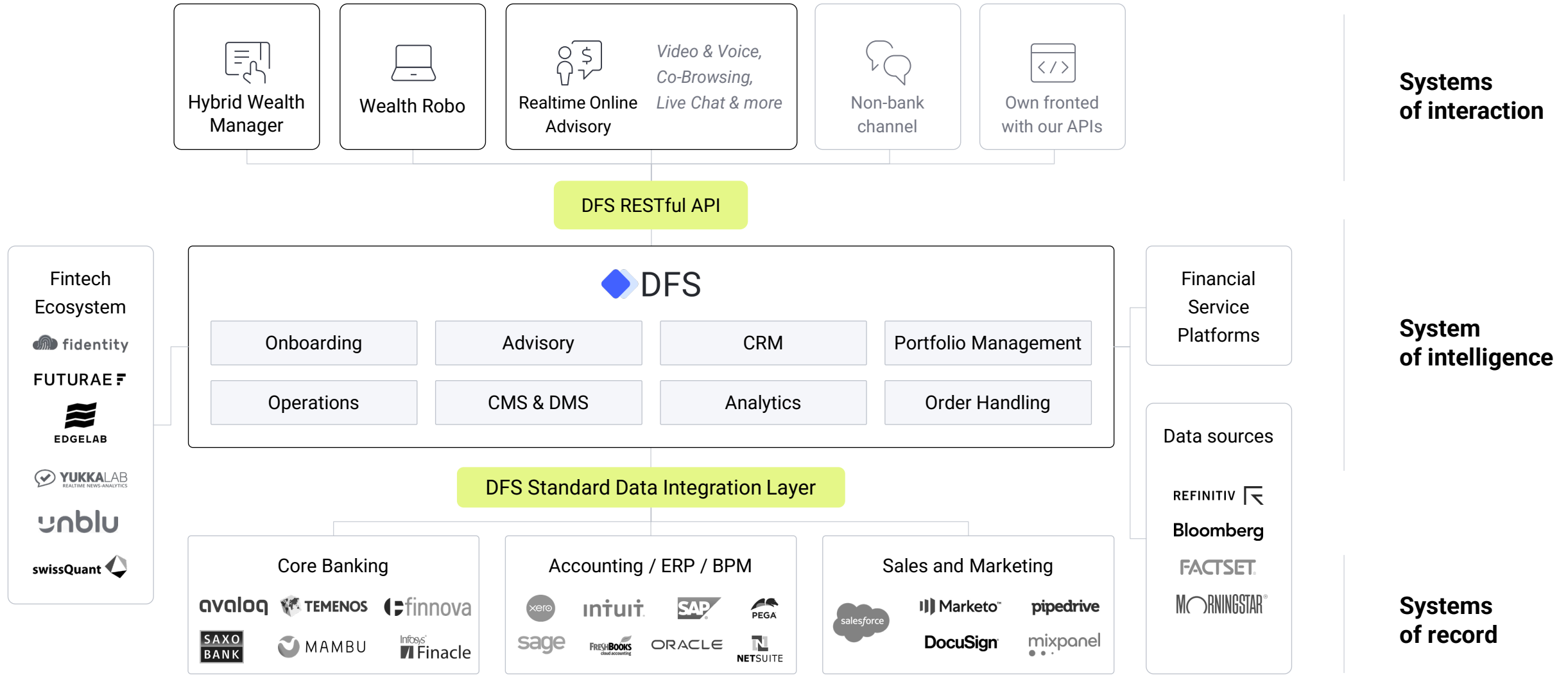
To innovate and drive collaboration dividends



«Platform ecosystems consist of two basic components: One is the **orchestration platform** itself. Secondly, it consists of an ecosystem of partners that develops and centres around this platform. The platform is thus the basis for this ecosystem and responsible for its development.»

¹ Lingens, B., Böger, M., Gackstatter, S., & Lemaire, A. (2019). Business Ecosystems - Partnership of equals for corporates, SMEs and startups. 16. <https://www.alexandria.unisg.ch/256357/>

DFS® System of Intelligence - orchestration engine for end-to-end digital wealth management



It is about transforming business models



Wealth Managers & IFAs
Grow and delight your customer base with digital capabilities & a wide range of regulated products



Asset Managers
Increase your distribution reach and launch your D2C business



Consumer Platforms
Increase customer life-time value and loyalty with new offers



Banks
Enhance and integrate wealth management capabilities in the right digital offering



Insurance Companies
Allow for full financial planning services, including pension offering.



Neo-banks
Build recurring revenue streams by offering investment services; Maintain customer loyalty