

MEDIA RELEASE

15 June 2010

PHILLIPCAPITAL SCORES A FIRST IN SINGAPORE TO OFFER JAPANESE LANGUAGE TRADING PLATFORM TO RETAIL CLIENTS

Singapore, 15 June 2010 – Phillip Securities Private Limited (“PSPL”) announced that it is the first securities firm in Singapore to launch a Japanese language trading platform on POEMS, its internet securities trading platform, that allows its customers to monitor stock prices and execute trades directly on this platform. POEMS, which is the pioneer in Singapore's online share trading platform, stands for Phillip's Online Electronic Mart System.

It offers trading access to 16 global exchanges with one trading account. Investors are able to trade stocks online with access to the Singapore Exchange and other foreign exchanges such as New York Stock Exchange (NYSE), National Association of Securities Dealers Automated Quotations (NASDAQ), American Stock Exchange (AMEX), Bursa Malaysia, Stock Exchange of Thailand (SET), Hong Kong Stock Exchange (HKSE), Tokyo Stock Exchange (TSE) and London Stock Exchange (LSE). Clients are able to access other foreign exchanges in China, Canada, Korea, the Philippines, Indonesia and Australia by calling our day and night dealing desk.

This platform is designed specially for Japanese clients who are at greater ease trading on a Japanese language trading platform. They are now able to view stock prices, monitor market action and execute trades on this platform. Clients are also strongly supported by a Japanese-speaking trading desk that provides them with customer and dealing support. Facility to hold funds in multiple currencies are also available for the clients. To assist Japanese speaking customers better, investment education seminars in the Japanese language are organised in the weeks ahead.

“Innovation and customer-centricity have always been the guiding principles for POEMS. To serve the increasing needs of our clients, new services were constantly being added to the POEMS platform. For instance, POEMS Mobile were launched in early 2005 to unleash the power of wireless trading for the convenience of dynamic investors by allowing them to capitalise on market opportunities with wireless access to real-time trading, live prices, order status, account information and stock alert, within a safe and secure trading environment. With the introduction of the Japanese language POEMS, PhillipCapital scores another first by being the first brokerage to offer the Japanese language trading platform in Singapore,” said Jeffrey Goh, Business Development Director, Corporates, PhillipCapital.

In late 2006, an advanced trading platform called the POEMS ProTrader was introduced for active traders, which aimed to provide sophisticated trading tools and features that assist our clients in placing advanced and strategic stock order types.

“With the launch of the Japanese language POEMS, we are able to support our Japanese speaking clients better in terms of executing trades and dealing matters. Clients are also able to enjoy all the features of POEMS and with the organisation of Japanese language investment seminars, we hope to serve the financial needs of the Japanese community more effectively,” added Mr Goh.

Global Markets Investor Seminar

With increasing interest in the global equity markets, PhillipCapital will be holding an investor seminar in the Japanese language to keep investors updated on the latest investment opportunities in global equities. The seminar aims to provide investors insights to the equity markets as well as the mechanics of using the Japanese language POEMS trading platform to execute trades.

Date: 10 July 2010

Time: 10.00am to 11.30am

Venue: Raffles City Tower Level 6

セミナー情報

日時：7月10日（土）

時間：10:00~11:30

場所：本社（Raffles City Tower 6 階）

To register for the seminar, kindly contact Tomoya Watanabe on Tel: (65) 6338-6597/6532-4266 or Email: poems_otoiawase@phillip.com.sg

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