

**PRESS RELEASE**

FOR IMMEDIATE RELEASE

**TA SECURITIES LAUNCHES TA SMARTRADE, UNLOCKING GLOBAL MARKET ACCESS AND 5KG OF GOLD WORTH RM3 MILLION IN REWARDS**

**KUALA LUMPUR, 8 August 2025** — TA Securities Holdings Berhad has launched TA SmarTrade, a next-generation trading platform designed to simplify and democratise access to global stock markets for Malaysian investors. With integrated access to the United States and Hong Kong markets—and Singapore to follow soon—TA SmarTrade offers a powerful, mobile-first solution that helps investors trade smarter, faster, and with greater confidence.

Built around the idea of "Elevating Lifestyle Through Investment", TA SmarTrade empowers individuals to make smarter financial decisions that align with their life goals, whether owning a home, travelling the world, or planning for the future.

Developed with the everyday investor in mind, the App offers a comprehensive suite of tools to support informed, real-time decision-making. Key features include:

- **Multi-market access:** Trade across the United States, Hong Kong, and soon Singapore from a single unified platform.
- **Mobile trading on the go:** Execute trades and monitor portfolios anytime, anywhere.
- **Real-time market data and analytics:** Stay ahead with live updates and intuitive analysis tools.
- **Integrated financial news:** Access timely insights from trusted sources within the App.
- **Portfolio management dashboard:** Track, manage, and optimise investment holdings in one place.
- **Enterprise-grade security and compliance:** Trade with peace of mind, backed by robust protection standards.

TA SmarTrade currently supports trading in the United States and Hong Kong markets. Integration with Bursa Malaysia is planned for a future phase, further reinforcing its role as a comprehensive, all-in-one trading solution. By 2026, the App is also expected to extend its reach to additional international exchanges—including Japan and Australia—alongside new features aimed at deepening investor insight and engagement.

In tandem with this rollout, TA Securities is introducing a highly competitive brokerage rate for the US market, starting from just USD2.88. This initiative makes global investing more accessible and cost-effective for Malaysian clients.

Its user interface was meticulously refined during a soft-launch phase, incorporating feedback from early adopters to ensure seamless navigation and operational clarity. Available in English, Malay, and Chinese (Simplified and Traditional), the App is as inclusive as it is powerful, designed for a diverse and increasingly multinational investor base.

“Global investing has long been seen as complex and out of reach for many Malaysians. TA SmarTrade changes that by combining simplicity, speed, and smart tools to empower investors at every stage,” said Andrew Leong, Vice President of Business Development at TA Enterprise Berhad. “Our journey is driven by the belief that with the right platform, guidance, and support, anyone can grow their wealth and move closer to financial freedom.”

To commemorate the launch, TA Securities is giving away up to 5 kilograms of gold, valued at approximately RM3 million, to the first 1,000 qualified clients through its “Open New Account, Free Gold!” campaign. This promotion runs from 8 August 2025 to 8 August 2026. For eligibility details, visit the TA Securities website or its social media. Terms and conditions apply.

TA SmarTrade is now available on the Apple App Store and Google Play Store. Users may begin the onboarding process through the application using their TA Securities account credentials or open a trading account with TA Securities at <https://registration.taonline.com.my/> if they do not have one. Backed by the strength of its parent company, TA Enterprise Berhad, which brings over 40 years of experience in financial services, TA Securities continues to build upon its legacy by delivering the tools and opportunities Malaysians need to shape a better financial future.

For more information about TA SmarTrade or to download the app, visit <https://www.tasecurities.com.my/tasmartrade/>.

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### **About TA Securities Holdings Berhad**

Incorporated in 1973, TA Securities Holdings Berhad is a wholly owned subsidiary of TA Enterprise Berhad, the holding company of TA Group—a diversified Malaysian conglomerate with interests in financial services, property development, and investments.

TA Securities is a licensed stockbroking company under the Capital Markets and Services Act 2007 and a participating organisation of Bursa Malaysia. It offers a comprehensive range of capital market services, including stockbroking, Islamic broking, share margin financing, and investment research. Recognised for its innovation and integrity, TA Securities continues to serve a growing base of retail and institutional clients through its nationwide presence.

For more information about TA Securities, please visit <https://www.tasecurities.com.my>.

### **For more information, please contact:**

Janice Wong  
M: +6016 922 8722

E: [janicewong@ta.com.my](mailto:janicewong@ta.com.my)

Tan Xi Voon  
M: +6014 930 3985

E: [xvtan@ta.com.my](mailto:xvtan@ta.com.my)