

16 JUNE 2011

MEDIA RELEASE

FOR IMMEDIATE RELEASE

**PHILLIPCAPITAL PARTNERS SAMSUNG TO LAUNCH A NEW MOBILE STOCK
TRADING SOLUTION IN SINGAPORE**
1000 Samsung GALAXY Tabs made available for PhillipCapital salesforce & staff

SINGAPORE (16 JUNE 2011) - PhillipCapital and Samsung Electronics join hands to launch a new mobile stock trading solution in Singapore called the POEMS Android™ trading app in the Samsung App Store and on Samsung mobile devices. Samsung Electronics Co. Ltd., a market leader in Android™ mobile devices, and PhillipCapital, Singapore's leading financial institution, collaborate by offering the POEMS Android™ trading app. It will be launched and pre-loaded on Samsung's flagship mobile device, *Samsung GALAXY S II*, this month.

In addition, 1000 Samsung GALAXY Tabs will be made available to PhillipCapital salesforce as part of this celebrated partnership, riding on the popularity of Android mobile devices.

"Our vision and strategy have always been to use information technology and distribution as our core strengths in the provision of financial services. This partnership with Samsung is in sync with the increasing sophistication of our customers who are organising their daily routines and schedules through various mobile applications. Our latest POEMS Android™ trading app is designed to meet the mobility needs of our customers and enable them to trade from anywhere and at anytime," said Mr Thomas Yeoh, Director of Corporate Development, PhillipCapital. "The provision of Samsung GALAXY Tabs to our sales force (remisiers inclusive) enables us to be the first in Singapore to equip our sales channel with smart applications and mobile devices. We want to enable our sales force and prepare them for the day when shares trading become continuous," shared Mr Yeoh.

Ms. Irene Ng, Vice President of Sales & Marketing at Samsung Asia Pte Ltd said, "Samsung is delighted to partner PhillipCapital to deliver more value to our customers through the provision of several apps that cater to various preferences. The POEMS Android™ trading app is another example of our commitment to offer more content and convenience to our customers. This will

appeal to Singaporeans who are always on-the-move, providing greater convenience and accessibility for anyone who wants to stay updated on their stock trading.”

"We are pleased with PhillipCapital and Samsung's efforts to provide mobile services to today's savvy investors. With such services, investors have increased flexibility and ability to access the markets on-the-go at any time of the day, enabling them to manage their investments better, " said Mr Chew Sutat, Head of Securities at Singapore Exchange.

According to a report by Gartner, the world's leading information technology research and advisory company, smartphone sales in Singapore are expected to hit 1.6 million by end of the year. Gartner also forecasts that this year (in 2011), The Android™, Google's popular Operating System (OS), will be the world's highest selling OS globally. In 2012, Android™ is expected to control 50% of the Asia Pacific market share.

Features of the POEMS Android™ Trading App

With the growing popularity of Android™ operating system, the launch of POEMS Android™ trading app will allow investors to capitalise on market opportunities with wireless or 3G access to real-time trading, live prices, order status and account information. Clients will be able to access the Singapore Exchange as well as seven foreign securities exchanges including National Association of Securities Dealers Automated Quotations (“NASDAQ”), New York Stock Exchange (“NYSE”), American Stock Exchange (“AMEX”), Hong Kong Stock Exchange (“HKEX”), London Stock Exchange (“LSE”), Tokyo Stock Exchange (“TSE”), and Bursa Malaysia (“KLSE”).

The new application offers clients access into their POEMS accounts from their Android™ phones or tablets. Immediately at their fingertips is online trading, market information with real-time access to quotes, charts and watch lists; and detailed position data and trade order status for brokerage accounts.

“Internet trading on POEMS makes up more than half of our trading volume. The trend of retail investors entering the stock market tend to be more tech-savvy. Based on the adoption rate of Internet and mobile trading, we expect internet and mobile trading of shares to double in the next two years,” said Mr Asa Soo, Head of Business Development, PhillipCapital. “According to forecasts by telcoms and technology consultants, it is expected that mobile broadband users are set to grow at a compounded annual rate of 28% in the next five years globally and for Asia Pacific alone, the number of mobile broadband connections will increase from 332.9 million in 2010 to 1.5 billion by end 2015. Therefore at PhillipCapital, we are embracing the mobile technology as the center pillar of our business strategy. We are planning to offer more financial products such as Contracts for Difference (CFDs) and Unit Trusts on the mobile trading

application followed by financial educational and investment training application made available on mobile.” shared Mr Soo.

Responding to clients’ needs to trade anytime, anywhere, the POEMS Android™ trading application can be easily downloaded from www.poems.com.sg. The application will be pre-loaded on *Samsung GALAXY S II* and is available from the Samsung App Store too.

To sweeten the deal, we are giving away 100 Samsung GALAXY Tablets for the first 100 new customers who open a pre-paid custodian accounts with Phillip Securities with a minimum investment of \$100,000.

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About PhillipCapital

Recently voted “Best Retail Broker 2010” in the SIAS Investors’ Choice Awards, Phillip Securities, which is a member of PhillipCapital, is Singapore’s leading stockbroking house. PhillipCapital, a leading integrated Asian financial institution with network offices around the world, offers a comprehensive suite of innovative financial products and services to both retail and corporate customers.

Today, PhillipCapital operates in the financial hubs of 12 countries – Singapore, Malaysia, Indonesia, Thailand, Hong Kong, China, Japan, Sri Lanka, United Kingdom, France, Australia and USA. For more information, please visit www.phillip.com.sg

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs.

For more information, please visit www.samsung.com.sg