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**Bualuang Fund joins with FundRadars,
a Bangkok Bank InnoHub startup, to launch ‘BF Mobile Application’
to support investors in the digital era**

Bualuang Asset Management (BBLAM), in partnership with FundRadars, a Bangkok Bank InnoHub startup, has launched a new application, ‘BF Mobile Application,’ which will proudly take Bualuang Fund further into the digital era. Under the concept ‘See the World through Bualuang Fund’, ‘BF Mobile Application’ will enable investment unit holders to access information and make transactions. The partnership showcases the success of Thailand’s first global FinTech accelerator program, Bangkok Bank InnoHub, which helps FinTech startups develop financial products and services to fully and effectively respond to customers’ needs, and is a valuable contribution to the future of Thailand’s economy and financial sector.

BBLAM Chief Executive Officer Peerapong Jirasevijinda said the partnership with FundRadars to develop BF Mobile Application is another tool to provide convenience to customers.

“Customers or investment unit holders can access investment information quickly and conveniently, anywhere, anytime. The achievement represents a significant milestone in BBLAM’s development of digital strategies.”

BF Mobile Application enables investors to track market information and analysis every day. The content is selected, analyzed in-depth, and presented in an easy-to-understand way by a team of mutual fund managers and professional financial advisors, so that investors can access information to help them make appropriate decisions.

‘BF Mobile Application’ will be trialed through smart systems including ‘chatbot,’ which promptly answers customers’ questions, especially those about mutual fund investments, and ‘robo-advisor,’ a tool for planning investments and selecting appropriate mutual funds, as well as systems for making transactions via internet banking, mobile banking and B-Channel.

BF Mobile Application users can easily access comparative information on selected mutual funds and follow those they are interested in, as well as creating simulated investment portfolios using FundRadars’ data.

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Mr. Peerapong said the easy-to-use BF Mobile Application provides investors with instant access to in-depth information and insights from investment experts that will enhance the investment decisions of both new and experienced investors.

“BF Mobile Application will improve Bualuang Fund customers’ access to the information they need to make appropriate investment decisions, supporting BBLAM’s goal of ensuring all Thai families enjoy financial security through sustainable investment.”

Bangkok Bank Vice President, Office of the President, Dr. Pao Sriprasertsuk said the partnership is a tangible achievement of the Bangkok Bank InnoHub project, initiated by Bangkok Bank early this year, which selected and incubated Thailand’s first intake of world-class FinTech start-ups. FundRadars was invited to work alongside the bank to create a new financial service that meets the needs of customers of both Bangkok Bank and its subsidiaries. The outstanding progress and success of the FundRadars team has enabled it to become the bank’s business partner.

“Bangkok Bank InnoHub has contributed to Bangkok Bank’s digital strategy and business plan and will help it meet the challenge of FinTech by introducing technologies that strengthen the bank’s position as a financial innovation leader. InnoHub connects with the government’s Thailand 4.0 policy to enhance Thailand’s ecosystem as it supports FinTech start-ups in Thailand and around the globe.”

Mr. Teerachart Kortrakul, a member of the FundRadars team, said: “BF Mobile Application has been developed based on in-depth study and understanding of customers and each customer will be able to use the application in different ways to suit their needs. Given the differing levels of experience in using digital systems, this application has been designed to be as convenient as possible. It will provide access to data that will help customers’ decision-making, including the most recent news and articles that will give them better understanding of investment matters”.

“This collaboration builds on the Bangkok Bank InnoHub project, which provided a wonderful opportunity for FundRadars. Normally we work as a technology business provider, but this time we received in-depth knowledge from financial experts which enabled us to develop better products and services to meet the needs of the market,” Mr. Teerachart concluded.