Value Partners Launches Asset Management App

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Hong Kong asset manager Value Partners has launched an app that allows users to build portfolios using its mutual funds.

Value Partners has rolled out its first mobile application called «Value Partners Invest», according to a statement. The app will allow users to build and rebalance portfolios using any Value Partners’ public funds.

«We are very excited to launch [the app] today as part of the group’s long-term strategy to capture the opportunities from increasing digital wealth management needs in Asia,» said Value Partners CEO June Wong.

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The app intends not only to showcase the firm’s digital capabilities but also to help expand the demographics of its customer base.

«We believe that the app can help investors to better leverage Value Partners’ nearly 30-year investing experience in Asia to grow their wealth, and also help the group to develop a broader and younger customer base,» Wong explained, adding that more functions and digital services will be introduced later.

Value Partners was established in 1993 and was the first asset manager listed on the main board of the Hong Kong stock exchange. In addition to its Hong Kong headquarters, it also has offices in Shanghai, Shenzhen, Beijing, Kuala Lumpur, Singapore and London. As of 31 October 2022, the firm had $5.2 billion in assets under management.