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J.P. MORGAN ASSET MANAGEMENT LAUNCHES

MARKET INSIGHTS APP IN TRADITIONAL CHINESE

Hong Kong, 22 October 2014: J.P. Morgan Asset Management (JPMAM) today announced the launch of the J.P. Morgan Market Insights App¹ in Traditional Chinese in Hong Kong. This release builds on the successful launch of the English version of the App in April this year, which aims at providing clients with a personalised access to the entire library of multimedia resources and intellectual capital across all major asset classes, market topics and investment themes worldwide.

The Traditional Chinese version allows local clients to access this interactive version of *Guide to the Markets-Asia* in their own language. The App features talking points and audio commentary from our Global Strategy team and enables clients to save and rearrange their favourite slides to share with their clients and prospects.

Terry Pan, Head of Hong Kong Business, JPMAM, said, “As part of the **Market Insights** programme, the App gives us a distinctive competitive advantage, helping us and our clients to convey capital market messages consistently and effectively and in turn, enabling investors with the tools to make well-informed investment decisions. The launch of a local language version further demonstrates our commitment to promoting investor education in Hong Kong, which positions us as a global asset manager connected to the local market.”

The Traditional Chinese versions adapting to the local styles are being rolled-out in both Taiwan and Hong Kong in October 2014. Prior to that, the English language version of the App was rolled-out in Hong Kong, Taiwan, Singapore, India and Korea, while the Japanese version has been available in Japan since April 2014. JPMAM is also planning to roll out the App in Australia and China, as well as to add a Korean language version.

JPMAM launched its **Market Insights** programme across Asia in 2012. The **Market Insights** programme and the *Guide to the Markets (Guide)* already have a strong following with

¹ The App is currently available on iPad.

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approximately 20,000² subscribers across the region. The *Guide* is currently available in six languages – English, traditional Chinese (Hong Kong & Taiwan styles), simplified Chinese, Japanese and Korean – with the English version being our first to market and available on the second business day of each quarter.

The **Market Insights** programme has also been recognised as a unique educational tool and in 2013 won AsianInvestor’s regional Marquee Award for “Best Investor Education Programme”.

The App can be downloaded for free from the App store, please visit the following links – <https://itunes.apple.com/gb/app/insights-by-j.p.-morgan-asset/id602722972?mt=8>

– Ends –

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摩根基金 (亞洲) 有限公司

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² Source & Date: JPMorgan Marketing System & as at 3Q2014.

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Notes to Editors

J.P. Morgan Asset Management (“JPMAM”) is the brand name of J.P. Morgan Chase & Co’s asset management companies, including JPMorgan Funds (Asia) Limited.

J.P. Morgan Asset Management is a global asset management leader providing world-class investment solutions to clients. With about US\$1.7 trillion in assets under management (the Asset Management client funds of J.P. Morgan Chase & Co. as at 30 September 2014) and offices in over 30 countries around the world, J.P. Morgan Asset Management offers global coverage with a strong local market presence, and leadership positions in most asset classes.

J.P. Morgan Asset Management managed Asia Pacific client assets totalling US\$133.5 billion as at 30 September 2014. In Asia Pacific we have 8 offices, including Hong Kong as our regional headquarters, Australia, China, India, Japan, Korea, Singapore and Taiwan. With over 1,700 employees across the region, JPMAM is able to provide a constant link to these markets and to gather first-hand insights and perspective.

Commitment to Hong Kong

JPMAM’s investment management business in Asia has remained headquartered in Hong Kong for more than four decades and today has over 500 employees based in this location. JPMAM is one of the largest local investment managers in Hong Kong with about US\$81.5 billion (as at 30 September 2014) of funds managed across the Asia Pacific region.

As part of a major global investment group, we are committed to providing specialist teams with the resources needed to deliver successful products and performance to our clients. The Hong Kong-based Pacific Regional Group, together with the local presence of the Global Portfolios Group, Global Multi Asset Group and Global Fixed Income Groups, forms the core of JPMAM’s investment management operations. In addition to the knowledge and experience of our individual investment professionals, the stability of the team has enabled JPMAM to develop strong relationships with local clients.