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# Kamco Invest simplifies the investment process in its mutual funds

Submitted by Anonymous (not verified) on 13 December 2022

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Kamco Invest simplifies the subscription process to any of its mutual funds through the Kamco Invest App which grants access to a larger investor base focusing especially on individuals.

Of the many added features incorporated into the Kamco Invest App, clients can now open and fund a portfolio instantly by depositing cash using KNET or wire transfer. They can then start their investment journey with any of the Company's investment solutions, which include the Kamco Invest funds. Through the App, Kamco Invest funds are now accessible to all investors who wish to invest in equity markets. The funds are managed by a specialized team of experts with an excellent track record dating back more than 20 years.

Equity funds and managed portfolios continued to outperform their respective benchmarks from the beginning of the year till November 2022. Kamco Investment Fund and Kamco Premier Market Index Fund were the two best performing conventional Kuwait equity funds by achieving year-to-date returns of 14.99% and 14.19% respectively. The Al Durra Islamic Fund achieved a year-to-date return of 9.38%, positioning it as the top performing Islamic equity fund in Kuwait.

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Sana Al-Hadlaq, Senior Executive Director of Wealth Management said, “Through the App, clients can now subscribe to any of our funds by following a few simple steps. Based on their preferred investment strategy, clients can invest through one lump sum or through periodic contributions in line with their investment strategy.”

It is worth mentioning that the Company recently launched the second development phase of the Kamco Invest App which introduced several new developed features, redefined user experiences, as well as enhancements that can assist users in seamlessly completing their requests. One primary feature added as part of the second phase is the dashboard, a page designed to showcase each client’s complete holdings and portfolios. Another added feature allows clients to now subscribe to one of Kamco Invest’s mutual funds directly through the App.

Aside from the newly added features, the Kamco Invest App’s user journey and experience have been enhanced, especially when opening an account or retrieving an existing one. The Civil ID has been integrated with the Public Authority for Civil Information (PACI) system to leverage on the institution’s online services including identity authentication through Mobile ID. The onboarding process has also been improved to provide a seamless experience with minimal approval times on completed eligible applications.

Al-Hadlaq concluded, “Our objective at Kamco Invest is to provide our clients and prospects with a well-rounded experience that offers convenience and ease of access to potential investment opportunities. Our App has been built in line with our digital transformation strategy, which was primarily initiated to provide our clients with an enhanced experience that leverages the latest technology in the financial services sector. In the upcoming phases we will incorporate more features and services to enhance the experience for our clients by allowing them to completely manage their accounts through the App and access a world of investment opportunities.”

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