CWA Re-branding
Frequently Asked Questions

Investor FAQs

Q1: What is the reason for CWA to undergo the rebranding exercise?

A1: We want to reflect a more retail friendly and an engaging consumer brand to our customers. With this rebranding, we are emphasizing that we are not just a Unit Trust Management Company but a Total Wealth Solutions provider. It will also enable us more flexibility in marketing as the current CIMB Group's corporate identity is now a strong brand which allows for positioning a subsidiary company effectively, yet being able to retain the CIMB Group brand.

Q2: I notice that the CIMB name is no longer part of the logo. What is the company name now?

A2: The legal entity name will remain as CIMB Wealth Advisors Berhad.

Q3: Is there anything that I need to do now that the company is undergoing the rebranding exercise?

A3: From 11th January 2010 onwards, the new CWA brand name is used instead of CIMB Wealth Advisors in our communications. We will develop and build this new brand and ensure that the public is well aware of it. All marketing collaterals carrying the old CIMB Wealth Advisors logo will be changed to CWA to reflect the new improved brand image.

We have also incorporated a tagline to our brand: 'Create, Protect, Preserve' to enhance our 'Total Financial Freedom' proposition.
Create: Investments
Protect: Insurance and Takaful services
Preserve: Estate Planning services

Q4: Can I still use the application forms with the old logo? Any grace period allowed?

A4: Yes. The grace period to use the application forms with the old logo is until 31 March 2010. Post 31 March 2010, all forms must carry the new logo.

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Q1: Will there be any changes to CWA office outlets as a result of this rebranding?

A1: All marketing collaterals which bear the CIMB Wealth Advisors' logo will be changed. All signages nationwide will also be changed to reflect the new logo.

Q2: Will there be any changes to CWA company policies and processes as a result of this rebranding?

A2: There will be no impact and changes on our customers' unit trust investments and accounts with CWA. We will however, enhance our services and offer new financial products in addition to unit trust funds which will be designed to complement our customer's needs.

Q3: Will there be any changes to how my account is handled as a result of this rebranding?

A3: There will be no changes on how we handle our customers' Unit Trust investment accounts.

Q4: Will the rebranding exercise affect my investment?

A4: There will be no change to our customers' Unit Trust investment accounts as the same consultants will continue to serve them and we will still manage these investments through our existing fund managers. However, we will enhance our services through a wider range of offerings made available to our customers.