

Document:	Keynote Address by Datuk Seri Tajuddin Atan, CEO of Bursa Malaysia and Chairman of BMD
Event:	‘What’s Your Goal’ Campaign
Date:	21 November 2017 (Tuesday)
Time:	2pm - 3.30pm
Venue:	Listing Gallery, Bursa Malaysia

Assalamualaikum Warahmatullahi Wabarakatuh

A very good afternoon to you all.

Let me begin by acknowledging:

1)	Datuk Chay Wai Leong Group Managing Director, K&N Kenanga Holdings Berhad and Board member of Bursa Malaysia Berhad
2)	Dato’ Ahmad Azman Abdul Manaf Managing Director and Chief Executive Officer of SJ Securities Sdn Bhd

Distinguished Guests

Members of the media

Ladies and gentlemen

1. Firstly, a very warm welcome to the Exchange. I see so many familiar faces here this afternoon. Thank you for taking the time off from your busy schedules to join us for the launch of our inaugural ‘What’s Your Goal’ campaign.

2. This campaign came about because for most people their financial goal is to grow their wealth and achieve financial independence. As you know there are many ways to achieve this aspiration, but what we found is that many Malaysian's are not looking to achieve this goal through the stock market.
3. In a survey conducted by the Exchange¹, our findings show that a majority of Malaysian's prefer to put their money either in a fixed deposit or current and savings account, or buy insurance policies with investment-linked schemes. Remarkably, only 4% out of the 853 respondents we polled invest in the stock market.
4. Among the reasons why people are not participating in the market include a lack of understanding, poor investment knowledge, a perception that stock investing is a risky venture and a feeling that you need a lot of money to start investing.
5. As many of you know, in actual fact, investing in products like Exchange-traded funds and the recently launched REIT index is one of the safest forms of share investment. And if you were to buy shares in, as one example (and this is not a recommendation), Tiger Synergy Berhad, which is currently

¹ Survey presented in 2015

priced at RM 0.045, you would only need to pay a little over RM12 to own one lot of shares.

6. Instead, what is more worrying is that there are still many Malaysian's falling for investment scams and get-rich-quick schemes in the hope of increasing their wealth.

Ladies and gentlemen

7. We can only hope to resolve this by improving financial literacy. Therefore it is the role of those of us in the capital market to help educate potential investors, correct any misconceptions and raise awareness of the benefits of investing.
8. As at the end of October, Bursa Malaysia, together with our broker partners, have conducted a series of structured education programmes targeting beginners and existing investors. We have reached out to over 24,000 participants compared to 9,000 in 2016. That's a 150% increase.
9. Our 'What's Your Goal' campaign is an extension of those efforts. Together with you, our broker partners, we will be conducting over 80 complimentary investor seminars and workshops across Malaysia. We hope that by going down to the

ground, we will be able to dispel any myths about investing and help potential investors on their first 'trip-to-trade' journey via Bursa Marketplace.

Ladies and gentlemen

10. Getting retail investors into the market has always been a priority for all of us. We want them to know that investing in the stock market can supplement their income and help in wealth creation.
11. I am happy to note that Malaysia's overall retail participation rate is gaining traction. As of September 2017, the retail Average Daily Volume (ADV) stood at RM572 million, an increase of 16% compared to the RM385 million retail ADV achieved for the whole of 2016.
12. Therefore, we should continue to tap into this growing interest. In this regard, the Exchange will continue to work closely with our fellow broker partners on more marketing campaigns and promotional initiatives into next year to continue to improve the ecosystem.

13. Here, I would like to commend our community of **dealers and remisiers**. It goes without saying that this community continues to make an important contribution to the growth of Malaysia's capital market. To further motivate and spur the dealers and remisiers to achieve more, we have created a **Top Performer Award** as part of this campaign.
14. Further to this, Bursa Malaysia will also introduce various measures to further grow the sales force in Malaysia and to increase trading participation.

Ladies and gentlemen

15. There are now more reasons for Malaysian's to invest. In the recent **Budget 2018** speech, Prime Minister **YAB Dato' Sri Najib Tun Razak** announced exemptions of stamp duty for investment products such as Exchange-traded funds. We believe these exemptions will help to boost trading, liquidity and vibrancy in the Malaysian capital market. We will therefore urge all Malaysians, especially the millennials, to take advantage of these exemptions.

16. In line with this campaign which is 'What's Your Goal', Bursa Malaysia's goal is for all Malaysians to become a more financially literate and an investing society. We want to bring share investing back to the mainstream conversation amongst the general population.
17. Throughout this campaign, the Exchange will lead the investment journey to promote and cultivate responsible investment. In doing so, we hope that Malaysian's investing in the stock market will achieve their financial goals of increasing their wealth and financial independence, allowing them to reach and sustain their desired standard of living.
18. In closing I want to thank you all for your ongoing support and for being here today for this launch.

Thank you.
