

**DATO' TAJUDDIN ATAN
CEO OF BURSA MALAYSIA
KEYNOTE ADDRESS FOR THE
4th MALAYSIAN INVESTOR RELATIONS AWARDS
@ Sime Darby Convention Centre
17 June 2014**

**Yang Berusaha Mr Steven Tan
Chairman of MIRA**

**Yang Berusaha Mr Anthony Chin,
Managing Director of the Malaysian Investor Relations Association**

Members of the MIRA Board of Directors

Tan Sri-Tan Sri, Dato' Sri-Dato' Sri, Datuk-Datuk, Datin-Datin,

Members of the media

Ladies and gentlemen

Assalamualaikum warahmatullahi wabarakatuh

1. A very good afternoon to all. It is my pleasure to be here at the 4th Malaysia IR Awards where recognition is given to PLCs for their investor relations activities and engagements. *[It is the season for football fiesta but I hope that for those of you who stayed up last*

night to catch a game, I won't lull you into taking your afternoon siesta now]

2. Maybe what is more exciting is that Germany beat Portugal 4-nil last night. That aside, what is equally exciting is that we are here today to talk about the future of our marketplace. [*So, you noticed that I'm trying to talk about the market and football in a single breath.*]
3. Firstly, I would like to thank and congratulate the Chairman of MIRA, Mr Steven Tan and Managing Director of MIRA, Mr Anthony Chin, for the hard work they have put in over the year to move the association forward and make this Awards ceremony possible.
4. In the past 4 years since 2010, MIRA in collaboration with the IR Society of the United Kingdom have facilitated the certification of over 120 IR professionals (*Certificate in Investor Relations*). I also applaud MIRA's efforts in emulating the Invest Malaysia programme through their IR Days which has profiled about 20 companies since 2012. The Exchange will also continue to support MIRA's initiatives and activities as we see the significant contribution in promoting good IR practices.
5. It is undeniable that the best practices of investor relations as a strategic management responsibility straddling and integrating the areas of finance, communication and public relations, marketing and regulatory compliance can ultimately contribute to a company's

shares achieving fair valuation. And the recognition that will be given to companies and IR individuals today will further elevate the significance of investor relations in a company's operations.

6. Fellow members of MIRA, it has been an exciting few weeks for us in Bursa Malaysia. Many of you were with us at our 10th Invest Malaysia conference, which concluded just one week ago.
7. One insight I wish to share with regards to Invest Malaysia is that in 2010, we introduced the Invest Malaysia Story House. The Story House is a compilation of our core messages and supporting facts of Malaysia's value proposition to manage perception and conflicting messages. Over the years, we have found that if we tell the same stories in our own way, the message resonates. But if we tell our own stories in our own way, the investors get confused.
8. The recent Invest Malaysia was our largest and most active Invest Malaysia to date with almost USD 25 trillion of assets under management represented at the conference, compared to the total of almost USD 17 trillion represented in 2013.
9. In his keynote address at Invest Malaysia, the Prime Minister once again spoke about the upcoming introduction of the new ESG Index. This is an exciting development for our Marketplace and it was announced at Invest Malaysia that Bursa Malaysia has chosen FTSE and their FTSE4Good Index Series to formulate and manage the Exchange's new ESG Index. This is an exciting development where

we anticipate many of you in the room will be part of, as we plan for roll-out the Index at the end of this year.

10. Whilst such a large representation of funds, both local and foreign, is an indication of the strength and attractiveness of the market, Ladies and Gentlemen, we have a **challenge that I would like to seek your assistance to help remedy**. Most of the youth, Malaysia's Gen-Y are not participating in the marketplace. Be it as an investor or as a career option.
11. Realising the need to increase the participation of the youth in our marketplace, the Exchange has so far ventured into a couple of initiatives to engage with the younger generation and to spark their interest in the capital market.
12. In April this year, we rolled out Bursa Marketplace....an online destination and community for retail investors to obtain accurate and objective information about the market. Together with our 29 brokers, we put the **market in everyone's pocket**.
13. Essentially, everyone's market-in-the-pocket. And in that pocket is nearly 2,500 research reports (2,431 to be exact) about your companies, analysis consensus ratings and a new analytical tool from S&P called Alpha-Factor. In addition, the average time spent for each visit to Bursa Marketplace is approximately 7 minutes with over 50 per cent returning visitors.

14. Added to that endeavour, the Exchange and its Bursa Marketplace partners have created a **stock investment challenge**. The Bursa Malaysia Fantasy Football Trader Challenge that was launched last week enables the building of portfolios using the players of the World Cup. This is an effort to better understand how to use the tools of investors and traders.
15. Yes, World Cup is the opportunity, but increasing the financial literacy of our youth is the main reason we have worked collectively with our industry partners to roll out this fun and educational platform. As the collective drivers of the capital market we all have a common goal.
16. And that is to ensure that our youth have the proper knowledge in their hands and the necessary experience with financial matters in their minds. The Gen-Y are our future and they are here in big numbers. In fact, Malaysia has the 2nd highest number of new entrants coming into the workforce in the world amongst the major global markets. And it is only with the younger generation's participation in the marketplace will the longer-term sustainability of the marketplace be achieved.
17. We at Bursa Malaysia are taking deliberate actions to ensure the inclusion of the youth in the world of investing and would like to invite you to be part of this journey to educate and develop the Gen-Y's knowledge of moving from saving for the future, to investing for the future.

Ladies and gentlemen,

18. I would like to offer my heartiest congratulations to all the nominees of the Awards today. And I would like to applaud all the CEOs, senior management and IR professionals who are here for your commitment in championing open engagements and communication with the investing community. From my experience, the involvement of CEOs and senior management is imperative in instilling investor confidence. After all, we are the best storytellers of our companies.
19. Please continue the good work as this would help Malaysia's story resonate even more, both at home and beyond our shores, as ASEAN's Multinational Marketplace.
20. Thank you very much and all the best to all the nominees.

Wabillah hi taufik wal hidayah wassalamualikum warahmatullah hi wabarakatuh.
