

ASIA TRADER AND INVESTOR CONVENTION 2010
SATURDAY, 20 MARCH 2010, 9 AM
KUALA LUMPUR CONVENTION CENTRE

OPENING REMARKS BY
ENCIK OMAR MERICAN
CHIEF OPERATING OFFICER, BURSA MALAYSIA BERHAD

Good morning,
Mr. Stephen Lai, Chief Executive Officer of NextView Pte. Ltd.,
Our esteemed Market Chat 2009/2010 partners,
Honourable guests,
Ladies and gentlemen,

I would like to firstly thank NextView for giving Bursa Malaysia the honour to officiate this event. The Exchange has always been committed to initiatives concerning investor awareness and education, and we are pleased to be a part of **Asia Trader & Investor Convention 2010**. I am pleased to see such a great turnout today. I can only hope that the turn-out today mirrors returning investor confidence in our markets.

Bursa Malaysia strongly supports information-based investing, where investment decisions are made on sound understanding of all relevant factors. I believe that the conversations at ATIC offer a great avenue for investors to find smart investment opportunities to enhance and build your portfolio. We are hopeful that more of such initiatives can be seen in the industry, as it will result in a more informed investor base and make our market more vibrant and sustainable.

Ladies and gentlemen,

Indeed, at Bursa Malaysia, one of our focus areas is to create a sustainable retail investor landscape in a bid to create more liquidity and vibrancy in the market. We are committed to being a catalyst to build greater retail participation. Bursa Malaysia recently rolled out a project called **Rethink Retail** which aims to reach out to younger audiences to create more awareness on the capital market and how they can become more involved. We have found that there is only a 12% representation of investors between the ages of 20 to 29 in our

market and the bulk of investors and intermediaries are above the age of 40. Among those, only 2% are actively investing in shares.

These statistics are reflective of an aging population within the capital market. It is this gap that needs to be narrowed if we are to create a sustainable market both from an investor as well as service provider's perspective.

Through **Rethink Retail**, we aspire to reach out and communicate with constituents of the Generation-Y, and possibly even younger generations through channels in which you are familiar with. However, we do not want this to be a one way conversation. We want to hear what our target audience has to say to us as well. We want to understand your needs and better still, we would like you to join us so you can serve the needs of your counterparts.

Apart from **Rethink Retail** and encouraging programmes such as ATIC by market players, we also do this through investor engagement activities such as our on-ground investor roadshow called **Market Chat**. Under this initiative, we co-organise a series of workshops nationwide with brokers to disseminate useful information on investing to members of the public.

Later today, we will be recognising the partners who have collaborated with us on **Market Chat 2009/2010**. I would like to express my appreciation to all of our partners for having made it possible for us to reach more than 7,000 people in 56 locations around Malaysia, to help create a more informed retail investor base. While this year's effort has been largely successful, we look forward to your continued support to heighten the engagements and reach more people in next year's series of Market Chat.

Ladies and gentlemen,

Regardless of market conditions, there are always opportunities to be explored when it comes to investing in the capital markets. The question remains how high a risk we are willing to take. It is particularly crucial that we are equipped with information before we make investment decisions to better manage associated risks.

As a frontline regulator, Bursa Malaysia is very committed towards ensuring that there is sufficient disclosure from listed companies so that investors have access to high quality information to aid investing decisions.

As an exchange, we are continuously committed towards offering innovative and diverse products that meet the needs of investors. In addition to buying and selling shares of listed companies, there are also other products such as structured warrants, exchange traded funds, or ETFs, and Real Estate Investment Trust, or REITS, which offer retail investors more flexibility in diversifying their investment portfolios.

Speaking of opportunities in the capital markets, another area in which we are seeing strong growth is in the derivatives segment, specifically where the crude palm oil futures contract or FCPO, is concerned. Malaysia has a competitive advantage in the palm oil industry and Bursa Malaysia Derivatives' FCPO contract has been the global price benchmark since 1980. We are taking our success to the next level with a new partnership with the world's largest derivatives exchange, the CME Group. Under this partnership, our derivatives products will soon be traded on the Globex platform, opening up to global access and prominence. In light of this, now is the right time for those of you who would like to become derivatives traders. Bursa Malaysia is in the process of recruiting local participants and we would like to urge all those who are interested to seize this opportunity to come and talk to us. There are four booths at this year's convention exhibition where you can register your interest and they are:

1. AmInvestment Bank Berhad at Booth A007-A008
2. Hong Leong Investment Bank Berhad at Booth C025
3. Okachi Malaysia Sdn Bhd at Booth A006
4. Phillip Futures Sdn Bhd at Booth C020

Ladies and gentlemen,

I would encourage all of you to take this opportunity at the ATIC 2010 to explore and learn from the experts, and in this process, become savvier investors.

Bursa Malaysia is always supportive of initiatives that are aimed at educating and highlighting the opportunities in the capital market to investors. We have worked with NextView for many years on ATIC and it is my hope that we will continue to do so in the coming years as well.

Thank you and I wish you all an interesting and enlightening experience at ATIC 2010.