

Document:	Welcome Speech for Datuk Muhamad Umar Swift, Chief Executive Officer, Bursa Malaysia
Event:	Broker Reward Program: Prize Giving Ceremony
Date:	16 January 2020 (Thursday)
Time:	2.30pm - 5.00pm
Venue:	Conference Room, Bursa Malaysia

Key messages:

1. Broker Reward Program now in its second year, has contributed to retail participation reaching a record high 28% in 2019.
2. Working in collaboration earns the best results
3. Products and services to promote share investment and initiatives to improve financial literacy
4. Bursa Malaysia's goal is for all Malaysians to become a financially literate and an investing society

Ladies and gentlemen
Good afternoon.

1. A warm welcome to Bursa Malaysia. Thank you for taking time off your busy schedules to join us this afternoon.
2. Today, we celebrate your achievements.
3. Last year, retail participation at Bursa was at a **record high not seen since 2010**. Thank you for your efforts and making this possible.
4. Retail Invest Year 2019 has been eventful. More Malaysians realise the need to embrace new investment possibilities. Hence, our work together is becoming more important than ever.
5. The growth in retail participation in 2019 is undoubtedly a result of our seamless cooperation and partnership. This growth was fueled by the acquisition of **over 100,000** new Individual accounts, exceeding the previous year by 11%.¹

¹ Total acquisition of new individual accounts in 2019 = 113,665

6. Furthermore, our post-campaign analysis has shown encouraging results:
 - a. Over **32,000 new accounts opened** during the campaign period traded at least once, surpassing our campaign target by more than **20%**²;
 - b. Traded Value from these accounts amounted to **RM8.12 billion which is 17%** more than the campaign target;
 - c. Average Total Value (TTV) per new accounts was **over RM252,000**, an impressive number given the weak market condition last year³;
 - d. We also saw the **reactivation of over 7,000** inactive and dormant accounts during the campaign period. This is **4.3 times higher** than the previous year at only 1,700 accounts reactivated⁴.
7. Please give yourself a round of applause.
8. Your efforts and hard work have played a considerable part in the success of this campaign.
9. Together as partners, let's continue to collaborate effectively to achieve our shared end goal - the goal of bringing Malaysians to a higher level of investment savviness.
10. We are committed to do everything we can to extend our support to you.
11. We will continue to champion activities, events, and campaigns that will help drive more retail participation in our markets.
12. Last year, our on-ground and marketing initiatives to improve awareness of stock market investing managed to reach **over 1 million** Malaysians. We did this through our campaigns such as the Penang Investment Fair and various investor education events held throughout the year.
13. We also pursued a stronger focus on digital marketing and advertising to maximise our reach more effectively.
14. Various initiatives and new products to broaden the depth and vibrancy of our market were also introduced, namely the **Trade Fee and High Value Trades incentive program** and the **Leverage & Inverse ETF** - a first in the market.
15. We also continued to enhance our digital touchpoints through the launch of Bursa Anywhere, providing investors with a **seamless and mobile "in-your-hands" experience**.
16. Our Mirror, Learn & Trade (MLT) virtual platform has also been gaining traction. A collaboration with several leading analysts, we hope to provide a learning platform that can reach out to the new generation of investors.

² New accounts opened during the campaign = 32,182

³ TTV = RM252,379

⁴ 7,645 inactive and dormant accounts reactivated

Ladies and gentlemen

17. We see enormous potential and opportunities for the market. Let's continue to strive and do our part in continuously educating and promoting share investment on Bursa Malaysia.
18. As front liners, you will have a better view of the opportunities and challenges that will shape the retail landscape moving forward.
19. We would like to hear from you. Please share your thoughts by scanning the QR code available on your table. We want to know your thoughts of what can increase retail participation even further.
20. In the meantime, do look forward to the programs and activities that have been designed to both reward our partners and spur trading activity in our marketplace.

Ladies and gentlemen

21. It is a privilege to call you our partners. Together let's strive to make Malaysians a financially literate nation with an informed and investing society.
22. Thank you and once again, congratulations to all the winners today. Well done.

#END#