

## **BURSA MALAYSIA AS A MULTI-ASSET EXCHANGE**

### **WILL GENERATE NEW INVESTORS FOR THE CAPITAL MARKET**

*The Exchange strengthens customer centricity with direct-to-market investment products and services such as Bursa Gold Dinar, MyBURSA Customer Portal and BURSA REACH, while unveiling a refreshed brand logo, to symbolise its future-forward approach as a multi-asset exchange*

**Kuala Lumpur, 16 January 2024** – Bursa Malaysia Berhad ("Bursa Malaysia" or the "Exchange") today elaborated on its intent or strategy to further develop the capital market by providing greater access for investor participation through a wider range of new investment assets and tools. This is part of the Exchange's efforts to serve customers' needs and enhance market liquidity, supporting further economic growth in the country.

This commitment was underpinned with the launch of a new product offering and several solutions – a new app for gold as an investment asset (Bursa Gold Dinar); a new Customer Portal (MyBURSA); and a new platform to connect investors directly with dealer representatives<sup>1</sup> (BURSA REACH). These were officiated by the Minister of Finance II, YB Senator Datuk Seri Amir Hamzah Azizan, together with Securities Commission Malaysia Chairman, Dato' Seri Dr. Awang Adek Hussin; Bursa Malaysia Chairman, Tan Sri Abdul Wahid Omar; Bursa Malaysia Chief Executive Officer, Datuk Muhamad Umar Swift, in the presence of capital market stakeholders, corporate leaders, and industry partners, and Bursa Malaysia employees.

Bursa Malaysia also unveiled a refreshed brand logo to symbolise its transformation into a multi-asset exchange. The logo builds on its heritage, with the logo evolving into a contemporary look, with future-forward symbols stylising a progressive 'B' and 'M' for Bursa Malaysia. The logo retains the Exchange's colours of blue and red, which were derived from Malaysia's national flag to signify its mandate as a national exchange. Blue represents ethics, governance and principles that are the foundation of the Exchange, while vivid red portrays boldness, being customer-centric, with an innovative spirit for growth.

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<sup>1</sup> Dealers representatives cover salaried dealers and commissioned remisiers.

Datuk Muhamad Umar Swift said, "The new Bursa Malaysia logo signifies the ongoing commitment the Exchange plays as a key enabler of Malaysia's growth and its prosperity. Notably the intersections between the 'B' and 'M' in the new logo embody the value creation the Exchange will continue to bring to the capital market, economy and society, in our mission to create opportunities and grow value for the nation."

In his presentation outlining the latest asset class addition offered by the Exchange and its rollout of new customer solutions, Datuk Muhamad Umar Swift said, "At the Exchange, we firmly believe it is not enough to keep up, we must step up and innovate. Part of this journey entails drawing in and delighting new customers into our markets. We are changing the way we get to know our customers. We are listening and building relationships with them in a more engaging manner."

### **The new investment asset and investment solutions**

**Bursa Gold Dinar** is a Shariah-compliant gold trading platform, providing investors with digital convenience to invest in physical gold through a mobile app. It is available to Malaysians and those residing in Malaysia who meet the eligibility criteria, offering them a trusted and secured gold investment opportunity. In line with making investing more accessible, Bursa Gold Dinar offers extended trading hours to 11:50 p.m., seven days a week, with an investment entry-level as affordable as RM10. Investors will also have the option to transfer gold to their loved ones, and redeem every 4.25g of gold owned into a physical, custom-designed coin delivered to them.

"We are demystifying the notion that investing is difficult and costly, and that investments are only for a certain income bracket. Investing is for anyone with as much as they wish to start with, to grow over time," added Datuk Umar.

The Bursa Gold Dinar is available for download on the Apple App Store (<https://apps.apple.com/my/app/bursa-gold-dinar/id6471462061>) and Google Play Store (<https://play.google.com/store/apps/details?id=com.bursamalaysia.BGD>).<sup>2</sup>

The **MyBURSA** Customer Portal is a newly created customer-centric web portal designed to meet our customers' needs and offer them a personalised experience. Initially providing investment tools that will facilitate informed decision making, alongside access to

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<sup>2</sup> The Bursa Gold Dinar App on Google Store will be made available soon

research reports and other curated content, over time, MyBURSA will continue to evolve to include new features and services catered to Bursa Malaysia's key customer segments. MyBURSA can be accessed at [my.bursamalaysia.com](https://my.bursamalaysia.com).

**BURSA REACH** is the first profiling platform in Malaysia dedicated to featuring and connecting dealer representatives (DRs) with investors. Through the platform, DRs can showcase their skills by sharing their portfolios. From there, investors can select and engage with the DRs directly to support their investing needs. The REACH platform is now open to onboard DRs, and the platform will be made accessible to retail investors at a later stage.

Tan Sri Abdul Wahid Omar said, "Our deepest gratitude to all our stakeholders – the various Ministries, Securities Commission Malaysia, market participants, industry partners, and everyone with whom we have engaged in progressing the Malaysian capital market, and in the pursuit of our mission."

"We hope that our efforts today and beyond will not only contribute to increased market liquidity and depth, but will also promote financial inclusion and wealth creation, thereby propelling economic growth. We are committed to serving more customers in even more diverse ways, as we truly operate as a competitive multi-asset exchange," added Tan Sri Abdul Wahid Omar.

As part of expanding the capital market offerings and providing more access opportunities, Bursa Malaysia has operationalised its Bursa Carbon Exchange last year with the trading of carbon credits, and is in pursuit of adding on Renewable Energy Certificates (RECs) by Q3 2024. The debt fundraising platform, BR Capital, a joint venture together with RAM Holdings Berhad, has commenced operations in December 2023.

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## About Bursa Malaysia

Bursa Malaysia is an Exchange holding company incorporated in 1976 and listed in 2005. It has grown to be one of the largest bourses in ASEAN. Today, Bursa Malaysia operates and regulates a multi-asset exchange, offering a comprehensive range of investment, capital raising, and exchange-related facilities. Bursa Malaysia is committed to its mission of *Creating Opportunities, Growing Value* for the Malaysian capital market, economy, and society. Learn more at [bursamalaysia.com](https://bursamalaysia.com).

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