

CIRCULAR

Date:	24 August 2023	Ref No.:	ID/Members/ID-JW-PV/013-23
To:	UTMC, PRS Providers, IUTA, IPRA, CUTA, CPRA		
Attn:	Authorised Representative/Chief Executive Officer		

FIMM 2023 Investment Management Survey

- (i). We would like to invite you to participate in the FIMM 2023 Investment Management Survey. This survey aims to gather valuable insights on various aspects of the Unit Trust (UTS) and Private Retirement (PRS) industry post-pandemic where the source of data collected by FIMM through these surveys can be referenced as a benchmark for industry standards.
- (ii). By participating in this survey, you will contribute to a comprehensive understanding of the current state of the industry, identify areas for improvement, and explore potential opportunities. The survey is divided into **seven (7) sections**, each focusing on a specific aspect of the industry:

1. Industry Overview

Providing a holistic overview of the industry landscape, including the types of funds being distributed by various channels, market segments served, solutions offered, and distribution channels employed. The findings will give an insight into the overall industry game plan.

2. Investors Segment

This section focuses on the types of investor segment that each Distribution channel are focusing on in marketing and distribution of Unit Trust and PRS Schemes. The outcome will give an overview of the services offered by Distributors to different investor segments, including retail investors, high-net-worth individuals, and institutional

investors. The results will guide Distributors to relook into their current services offered which will lead to developing targeted marketing campaigns and attracting new investors.

3. Marketing Strategies

The aim is to understand the marketing and advertising channels utilised by Distributors to reach potential investors. The results will showcase the most effective channels for engaging with prospective investors and promoting UTS and PRS products. The findings will help Distributors refine their marketing strategies, allocate resources efficiently, and identify opportunities for improvement.

4. Product Development

The objective of this section is to garner the underlying approaches and elements that lead to the product development of the industry. This includes assessing market demands, customisation, feedback from investors, competitive analysis, and technological influences. This will result in our Distributors having an observation of how the industry players utilise various tools to identify market trends and make informed decisions about the expansion plans of their product offerings.

5. Challenges and Threats to the Industry

It is crucial to identify and understand the key challenges and threats faced by the industry. The findings will enable industry stakeholders to have an overall industry view of such risks that have been posing concerns to the industry. Industry stakeholders can collectively or individually formulate approaches to allay such concerns.

6. Consultant Development

This will provide insights into the Distributors' plans for enhancing their relationship and collaboration with Consultants. The industry will have an understanding of what methods are used to tailor their marketing efforts to grow this channel, improve engagement, and invest in Consultant education and professional development, ultimately strengthening the professionalism and effectiveness of the industry.

7. Future Outlook

The future of this industry is highly dependent on Distributors' future growth plans where the blueprint for industry growth expectations are made in place such as talent attraction strategies, areas of innovation, response to changing investor preferences and leveraging of technology. The findings will serve as a guide for Distributors to refine their strategies, foster possible collaboration, and position the industry for exponential success.

- (iii). Please note that all the information collected in this survey will be kept strictly confidential and used for research purposes only. Your responses will remain anonymous, and the data will be presented in aggregate form to ensure the privacy and confidentiality of all participants.
- (iv). The online survey form can be accessed via the link below,
<https://survey.alchemer.com/s3/7466487/FIMM-2023-Investment-Management-Survey>
- (v). Please submit the completed online survey by **15 September 2023 (Friday)**. We have attached a copy of the survey questionnaire for your ease of reference. If you require any clarification, please do not hesitate to contact the project team at ID@fimm.com.my

Thank you.

Yours faithfully



JOYCE WEE

Senior Manager, Industry Development