

## From Y3ARs to 3NHANCE



Strategic Thrust —	Blueprint	Operationalisation Plan (2019-2020)	Project Y3ARS	Project 3NHANCE (2024-2026)
	Facilitate Product & Service Innovation	Nationwide Survey	Survey Recommendations Expected Market	Industry Profiling International Investment
Innovation & Growth Opportunities	Promote Vibrant Growth of PRS	Liberalisation of Investment & Product Offerings	Advocacy & Thought Leadership  Pending New System for Registration & Exams	Funds Association (IIFA) Annual Conference
Opportunities		Harmonisation of UTS & PRS	Regulation & Process Revision  New Study Guide & Questions	Unit Trust Experience (UTX)  Capacity Building
Technology	Achieve Seamless, Efficient and Low	E-Learning	Pseudo E-Learning Model	FIMM Teen Programme
& Efficiency	Cost Environment		Future Proofing FIMM	Townhall Sessions with Consultants
-0.17	Position & Prepare FIMM as an Information Repository	Enhance Supervision Methods	Increase Depth	FIMM-UT Internship Programme
P Enhancing the Role of FIMM	Upgrade Professional Standards	Examination	CDS Phase 2: Regional/Global Data	Train-the-Trainer Programme for Staff
		Centralised Database System (CDS)	CDS Phase 3: SC/Industry Data	Revenue Generation
	and Awareness  Increase Digital N	Training		Fee Review: Third-Party Training Providers
Reinforcing Confidence			Ongoing Industry Education Efforts	Fee Review: Distributors Registration / Renewal
		Digital Marketing Campaign		FIMM as HRDC Training Provider

# **3nhancing FIMM's DNA**



	Departments	Before 2018	2-Year Operationalisation Plan 2019-2020	Project Y3ARS 2021-2023		ect 3NHANCE 2024-2026		
, SD	Legal & Regulatory Affairs	Revision of Code of Ethics (COE)     Revision of FIMM Consolidated Rules (FCR)     Review of Enforcement Handbook	Sanctions Matrix     Expansion of Complaint Reach	Enhancement of Complaints Handling     Establish Information-Sharing Arrangements with Bank Negara Malaysia	legara Malaysia			
Regulatory	Supervision	Off-Site Reviews Quarterly Complaints Submissions Mystery Shopping	Social Media Surveillance     On-Site Examination on     Unit Trust Management Companies     Supervisory Engagements	Focus Group Interviews     Automation of Annual Compliance Review Checklist	• Townhall with Consultants			
	Registration	Member Registration     Consultant Registration	Single Registration for UTS and PRS     Registration Manual     Auto Renewal	Background Screening of New Consultants     Digital FIMM Registration	• Fee Review: Distributors			
	Research & Analytics	Country Reports (Cerulli, IIFA, AOIFA)     Annual Funds Evaluation     EPF-Members Investment Scheme (EPF-MIS)     Annual Membership Subscription Fee (AMSF)	Nationwide Survey for UTS and PRS     CDS Phase 1	CDS Phases 2 and 3     Consultant State	Retirement Planning			
try SD	Industry Development	Industry Education Fund Volatility Factor (FVF) Reports Fund Volatility Classification (FVC) Reports  New Fund Launches AMSF Tax Related Matters Country Reports  Country Reports	Combined Study Guide     Investment Management Surveys     Liberalisation of Investment Restrictions & Product Offerings	New Investment Standards     Vulnerable Investors     Participation in Joint Committee on Climate Change (JC3) and Fund Management Industry Digitisation Group (FMDG) Initiatives     Industry Dialogues				
Industry	Professional Development & Services	FIMM Examinations     Investor Education     PRS Familiarisation Programme (PRSFP)	Regulatory Training     Content Development     Utilisation of E-Learning Technology to Educate Consultants     Review and Enhance the Syllabus and Exam Questions Module	Virtual Examination     Translation Services	FIMM Teen Programme     Fee Review:     Third Party Training     Providers			
	Corporate Communications	FIMM Annual Convention     Dublic Engagements     FIMM Todgy Magazine	FIMM E-Zine Publications     Daily News Updates     Social Media Content     Digital Marketing	FIMM Coffee Talk FIMM TV Investor Education Content on Social Media Media Partnerships			UTX Unit Trust Experience Content Development & Training	Hosting of IIFA Conference 2025
Corporate SD	Finance	Enhancing Revenue     Reviews of Procurement Policies & Procedures     Review of Delegated Authority Limits	Budget Utilisations Monitoring     Corporate Credit Card	Accounting System Enhancement     Procurement Workflow				
	IT System Support & Infrastructure	Maintenance of FIMM Website	Enhancement of Staff Working Tools:     Improved Access to Digital Productivity Solutions     Strengthening Office Digital Security Infrastructure	Cloud-Based File Hosting     Cloud-Based Office Phone System				
Cor	IT Project Management, System & Method	Maintenance of FIMM Website	Revamp of IT Systems     Establishment of a Centralised Database System     Implementation of Digital Document Archiving	Chatbot and AI Enhancements for the Website				
	Human Resource & Administration	Revision of Employee Handbook	Enhancement of the HR Framework     Introduction of New and Revised     Standard Operating Procedures (SOPs)	HRD Corp Registered Training Provider	Internship Programme     Train-the-Trainer			
	Secretarial	Annual General Meeting     Board Administration		Review of the FIMM Constitution     Board Charter				
	Internal Audit & Risk Management	Audit Procedures     Annual Audit & Risk Plan	Revamp of Audit Activities     Conduct a Risk Analysis Workshop     Introduction of Thematic Audits     Conduct Desktop Audits	Automation of Audit & Risk Activities     Development of Corruption Risk Framework     Identification and Mitigation of Emerging Risks				

Approved Headcount: 60 -> 63

# The HIGH-lights of 2024





Government Announces
CGT and FSI Tax
Exemptions for Unit Trusts
16 January 2024



KL Announced as Host to IIFA 2025, FIMM Represents Malaysia 9-10 September 2024



Publication of the Survey on UTS and PRS Potential Segments 28 June 2024



Consultant Townhall Series Introduced, Four Sessions Held



From Pilot to Progress:
FIMM Teen Programme Reaches Seven Schools



FIMM and USM Ink MOU to Boost Student Financial Literacy 28 June 2024



**UTX Roadshow Debuts** 23-24 November 2024

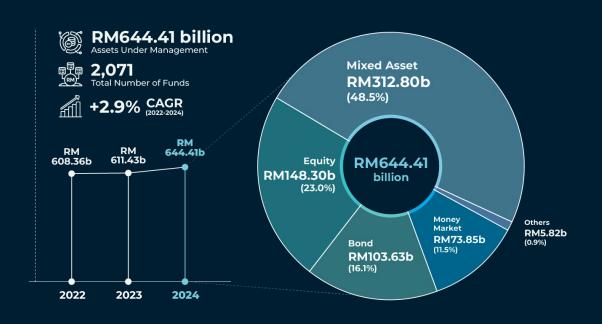


FIMM Launches Internship Programme, Completes First Year

## Industry Snapshot 2024 – AUM up RM33bil (5%)



# Assets Under Management (AUM) of Funds Managed by FIMM Members



#### **AUM by Asset Class (2022-2024)**



Asset Class	(RM billion)	(RM billion)	(RM billion)	Growth*
Bond	91.34	96.99	103.63	<b>▲</b> +6.8%
Equity	132.16	137.79	148.30	<b>+7.6</b> %
Mixed Asset	307.26	301.72	312.80	<b>+3.7</b> %
Money Market	72.47	69.74	73.85	<b>▲</b> +5.9%
Others	5.13	5.20	5.82	<b>▲</b> +11.9%
Total	608.36	611.43	644.41	<b>▲</b> +5.4%

#### Notes:

- AUM includes funds managed (UTS, Wholesale Funds [WSF], PRS and Exchange Traded Funds [ETF]) by FIMM Members only.
- For total number of funds, different fund classes within the same fund were accounted for as separate funds.
- Classification of fund category is based on Lipper (LSEG) classification, hence may be different from the information published on Security Commission Malaysia (SCI's website.
- Due to rounding, numbers presented may not add up precisely to the total indicated.

#### Notes:

- AUM includes funds managed (UTS, WSF, PRS and ETF) by FIMM Members only.
- Classification of fund category is based on Lipper(LSEG) classification, hence may be different from the information published on SC's website.
- Due to rounding, numbers presented may not add up precisely to the total indicated.
- \* Year-Over-Year (YoY) growth of 2023 vs 2024.

## **Industry Snapshot 2024**



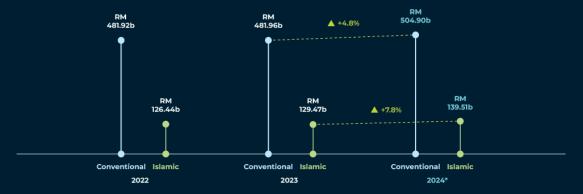
#### **AUM by Collective Investment Scheme (2022-2024)**

Scheme	2022 (RM billion)	2023 (RM billion)	2024 (RM billion)	YoY Growth*
Unit Trust Scheme (UTS)	528.92	530.91	558.56	<b>▲</b> +5.2%
Wholesale Funds (WSF)	72.28	72.20	76.27	<b>▲</b> +5.6%
Private Retirement Scheme (PRS)	5.41	6.45	7.61	<b>▲</b> +18.0%
Exchange Traded Funds (ETF)	1.75	1.87	1.98	<b>▲</b> +5.9%
Total	608.36	611.43	644.41	<b>▲</b> +5.4%

#### Notes:

- AUM includes funds managed by FIMM Members only (UTS, WSF, PRS and ETF).
- · Due to rounding, numbers presented may not add up precisely to the total indicated.
- \*Year-Over-Year (YoY) Growth of 2023 vs 2024.

#### **AUM by Conventional & Islamic (2022-2024)**



#### Notes:

- AUM includes funds managed (UTS, WSF, PRS and ETF) by FIMM Members only.
- \* Percentage is Year-Over-Year (YoY) growth of 2023 vs 2024.

#### 201 New Funds Launched in 2024



#### Notes:

- · Includes 105 wholesale funds launched by FIMM members; and excludes Real Estate Investment Trust (REIT).
- Different fund classes within the same fund were accounted for as separate funds.
- Classification of fund category follows Lipper (LSEG), hence may be different from SC.
- Due to rounding, numbers presented may not add up precisely to the total indicated.

**CEO Report: Registry & Gate-Keeping** 

# Distributors Snapshot 2024 - increase across the board

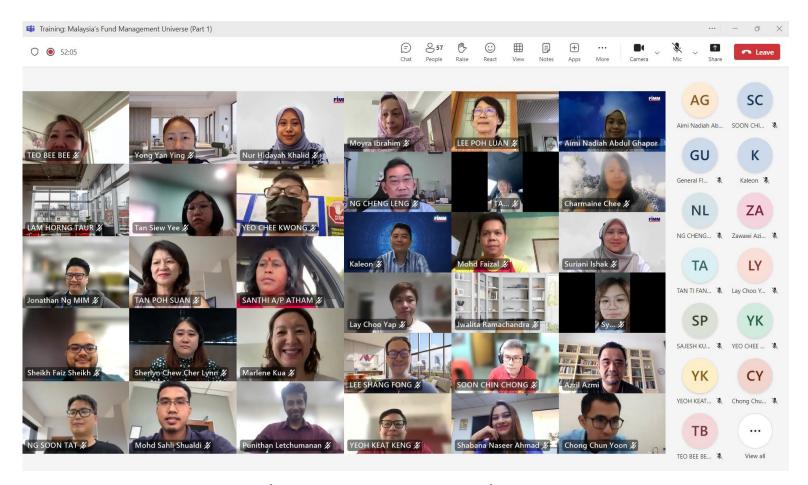


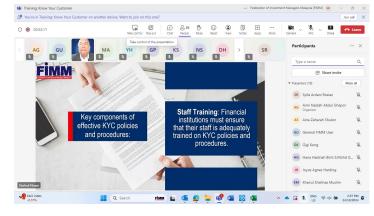
Category of Registered Persons		2022	2023	2024
	Members	40	40	42
	Institutional Unit Trust Advisers (IUTA)	51	51	53
	Corporate Unit Trust Advisers (CUTA)	20	21	25
	PRS Providers (PRSP)	9	9	9
	Institutional PRS Advisers (IPRA)	12	12	12
	Corporate PRS Advisers (CPRA)	19	19	23
	UTS Consultants	58,959	56,443	57,750
	PRS Consultants	28,106	27,943	28,073

## **FIMM Training Programme**

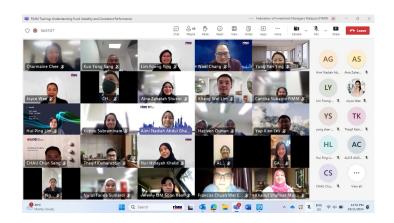








#### **Know Your Customer**



Understanding Fund Volatility and Consistent Performance

Malaysia's Fund Management Universe (Part 1)

## **FIMM CPD Tracker System**



146,002

**Total Participants** 

902,153

CPD Points
Collectively Earned
by Participants



4,665

Approved Training
Programmes/Courses in 2024

32,495

CPD Points Available from the Training Programme/Courses

#### **CEO Report**

## **Industry Development**

# **Stakeholders Engagements**

#### **Securities Commission Malaysia (SC)**

Guide for Assessing Investor Sustainability Preferences Project

#### **Engagement with Industry and Public**

- E-Invoicing Roundtable Discussion
- Sustainability in Advisory Industry Working Group
- Thought Leadership Programme (Webinar)
   Navigating Digital Disruption: Transformative Technologies in Unit Trust Management
- Employee Provident Fund
- EPF-MIS Fund Evaluation 2024/2025
- Signing of the Enhanced Elektronik Pilihan Pelaburan Ahli (e-PPA) Agreement
- Deferment of the Revision of Lipper Malaysia Fund Classification (LMC)
- e-PPA System Enhancement
- Revision of the EPF-MIS Fund Evaluation Methodology



## Miscellaneous Projects & Activities

- Reports to the International Investment Funds Association (IIFA)
- FIMM Industry Dialogue on Behavioural Biases
- Fund Malaysia System (FMS) Maintenance
- Issuance of Monthly Fund Volatility Report
- Proposal for PRS Tax Incentive Extension
- Updates to Fund Volatility Rating Methodology
- Increased Frequency of Fund Volatility Computation (FVC) Reporting
- Introduction of IMS 4: Controls and Governance for Investor Protection (CGIP)
- Implementation of E-Invoice
- Implementation of Sales and Service Tax (SST)

#### **CEO Report: Industry Development**

## FIMM as a thought Leader

## Survey on UTS & PRS Potential Segments (SPS) 2024

#### **Objectives**

- Assess changes in saving, investing, and spending behaviours pre- and post-COVID-19.
- Examine how individuals have adapted to current economic conditions and lifestyle changes.
- Explore perceptions of future planning, balancing financial needs with lifestyle priorities.



#### **Key Findings**

#### **Quantitative Phase**

#### **Short-Term Focus**

• Inflation is the top concern.

#### **Retirement Readiness**

- Optimistic about the future, but expect to work after retirement.
- · Heavy reliance on EPF and personal savings.
- · Lack of retirement planning.

#### **Increased Saving Awareness**

- Pandemic boosted saving habits
- High cost of living remains a challenge

#### **Receptiveness to Long-Term Investing**

- Malaysians open to long-term investing
- Preference for human interaction over robo-advisors or AI tools

#### **Qualitative Phase**

#### **Importance of Savings**

- Pandemic raised awareness, especially among young adults
- · Sparked interest in saving and investing.

#### **Selective Investment**

- Investors prioritise stability and easy access to funds
- · Reflects a short-term mindset

#### **Need for Exposure and Awareness**

- Seen as high-risk with delayed returns
- ASNB seen as safer, more flexible alternative
- Awareness gap limits wider adoption

#### **Importance of Human Interaction and Trusted Parties**

- Investors value advice from trusted people
- Preference for human guidance over digital-only platforms

## **Ensuring Compliance**



2

Post-Registration
Assessment Reviews

99

**Annual Compliance Reviews** 

Thematic Supervisory Visit to CUTA/CPRA

Focus Group Interview with Consultants

Social Media Surveillance with Mystery Shopping

**Quarterly Complaints and Trends Analysis** 

"Dear CEO" Letter

# Regulatory Industry Briefing



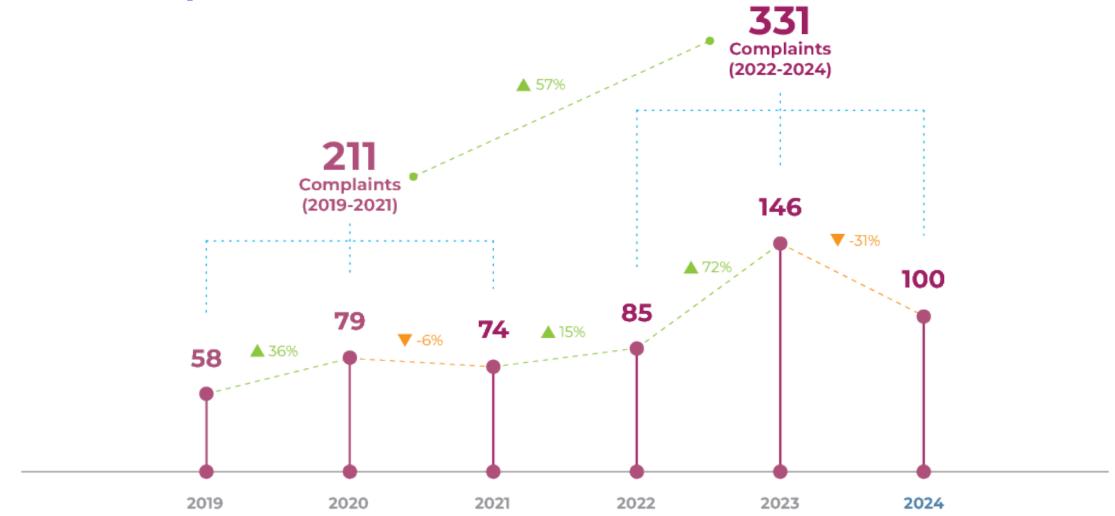
# **Townhall Series** with Consultants



## **Enforcement**

# FINAL Federation of Investment Managers Malaysia Annual General Meeting 2025

## **Number of Complaints Received**



FIMMAC 2024

FIMMAC 32

INNO

# Federation of Investment Managers Malaysia Annual General Meeting 2025



SC Executive Director of Market Development Salmah Bee Mohd Mydin delivering keynotes.



Session 1 UT Industry Market Outlook

28
Speakers

1,070

(703 Consultants & 367 Public)

Registered

Participants

703

Consultants
Awarded CPD Points



**FIMM Chairman Mohd Ridzal** 

Mohd Sheriff presented the

opening remarks.

Session 2
Digitalisation in the Asset
Management Industry



Session 5
Enhancing Professionalism in
Investment Advisory



Session 3
Investment: It's an Opportunity,
Not a Guarantee!



Session 6
Retirement Ready?
Never Too Early



Session 4 Clarity Through Noise



FIMM CEO Kaleon Leong wrapping up with the closing remarks. **CEO Report** 

# **Unit Trust Experience 2024**































## **Investor Awareness & Education**

# FIMM Teen Programme





Pilot session conducted to assess effectiveness before wider school implementation.

#### **Participating Schools**

- · SMK Gombak Setia
- · SMK Bukit Kapar
- · SMK Pandan Indah
- · Kolej Tingkatan Enam Sri Istana
- · SMK Wangsa Melawati
- · SMK Batu Muda
- · SMK Seri Hartamas

















## **Investor Awareness & Education**



**Roadshows and Events** 

23



6,620 Engagements

**Outreach Programmes** 

(+9.5% from 2023: 21)

Roadshows and

(+17.4% from 2023: 5,637)

FSMOne What & Where to Invest 2024

Sunway Pyramid Convention Centre Selangor 6 January 358 Engagements

MPFC My Money & Me

LHDNM Cawangan Petaling Jaya PJ Trade Centre 2 March

305 Engagements Dewan Raya, Taman Bukit Indah Johor Bahru, Johor 27 July

301 Engagements

Universiti Sains Malaysia Pulau Pinang 27 April

542 Engagements RTC Kota Bharu Kota Bharu, Kelantan 17 August

284 Engagements

Hotel Seri Malaysia Taiping, Perak 29 June

176 Engagements Islamic Information Centre Kuching, Sarawak 5 October

263 Engagements

MPFC Industry Talks

Universiti Tuanku Abdul Rahman (UTAR) Sungai Long, Kajang, Selangor 2 April

25 Engagements Sultan Idris Education University (UPSI) Tanjung Malim, Perak 4 May

**72**Engagements

International Islamic University Malaysia (IIUM) Universiti Sultan Zainal Abidin (UniSZA) 100 80 Gombak, Selangor Kampung Gong Badak, Kelantan Engagements Engagements 20 December 3 May Bersama InvestSmart InvestSmart Minggu Saham Amanah Malaysia @ Johor Fest Setia Alam Convention Centre Mid Valley Exhibition Centre Mid Valley Exhibition Centre 1,229 483 951 Johor Bahru, Johor Kuala Lumpur Selangor Engagements Engagements Engagements 17-19 May 17-19 October 22-25 August **Invest Fair** SIDC's InvestEDCareer Talks By Share Investor Mid Valley Exhibition Centre International Islamic University Malaysia (IIUM) Universiti Malaysia Sabah 104 136 Kuala Lumpur Gombak, Selangor Kota Kinabalu, Sabah **Engagements** Engagements 22-23 June 31 May 23 October 341 Universiti Putra Malaysia (UPM) Universiti Teknologi MARA (UITM) 270 110 Seri Kembangan, Selangor Puncak Alam, Selangor Engagements Engagements Engagements 5 December 13 June Other Speaking **Engagements Financial Talk:** Safe Investing Strategies **Finance Unfiltered: Money Matters: Understanding Unit Trust Unveiling Diverse** in Unit Trust Schemes **Student Finance Forum Career Journeys** Management and Business Faculty School of Management Members of Bachelor's Accountacy

Management and Business Faculty Universiti Teknologi MARA (UITM) Rembau 16 July

121

**Engagements** 

School of Management Universiti Sains Malaysia 24 October

> 130 Engagements

Islamic Finance Students' Council, Economics and Management Society International Islamic University Malaysia (IIUM) 16 November

63 Engagements Universiti Teknologi MARA (UITM)
Melaka
1 December 176

176 Engagements

## **Investor Awareness & Education**

### FIMM e-Zine (FeZ)







**Issue #1 2024**Published on 25 Apr



**Issue #2 2024**Published on 24 Sept



Issue #3 2024
Published on 26 Dec

### FIMM TV Weekly Recap (FTVWR)







#### **CEO Report**

## **Investor Awareness & Education**

### **Media Tie-Up**

#### How the New Tax Affects Unit Trust Funds Investing in Bonds, Foreign Assets

The Edge Malaysia Weekly 15-21 January 2024



## Tax Exemptions Breathe Life into Unit Trust

Smart Investor March/April 2024



#### MFPC Financial 1st Volume 1 and 2 2024



## The Quest to Improve Financial Literacy in Malaysia

FPAM 4E Journazine 3Q 2024





#### **Invest in financial education**

Star Biz 7 31 August - 6 September 2024





## Young People Are Vulnerable to Online Fraud

Sarawak Sin Chew Daily 6 October 2024



#### Unit Trusts, Something for Everybody

BFM Ringgit & Sense 7 November 2024



## FIMM Launches First UTX Roadshow

RinggitPlus
13 December 2024



## A voice for the unit trust industry

Wealth, The Edge Malaysia Weekly 30 December 2024 – 13 January 2025



#### 5 October World Senior **FIMM Teen** MFPC InvestSmart Fest FIMM Teen Programme Student Finance Forum FIMM at SC's **Programme Pilot** Citizen's Day FIMM Teen My Money & Me Kuchina Mid Valley Exhibition Centre SMK Wangsa Melawati UITM FIMM Annual 18-24 March Bersama InvestSmart Alor Gaiah **General Meeting CEO Report** Global Money Week ESSTE FEST 2024 MFPC Excellence in Unit Trust Scheme and Private Bethrement Scheme for Pulsare Investments Asia Asset Management **Financial Planning** Manifolds with control souther than explaints with an abstract to a registract with a final to a registract with the Tax with the manifold in Manifold (Manifold to Manifold in Manifold in Manifold to Manifold in Manifold Out Statement Again? 12th Annual Malaysian **Poundtable** 23 October FIMM at InvestEd FIMM at InvestEd UITM Kota Kinabalu MFPC **Puncak Alam** 8-9 October **FIMM** FIMM in FPAM My Money & Me **Mega Careers IIFA Conference Dublin 4EJournazine** & Study Fair Kota Bharu Issue 3Q 2024 Kuala Lumpur 8 March **FSMOne Recommended** International **Unit Trust Awards Timeline 2024** Women's Day Man Dipon Manuella Minus A ALA FIMM Teen Programme **Knowledge Sharing** SMK Seri Hartamas **BFM Interview** with FMOS (formerly OFS) FIMMAC with FIMM CEO 6 October **FIMM in Sarawak** INNO VATE **Sin Chew Daily** INVEST FIMM MFPC **Annual Report** 年輕人易遭網絡詐騙 My Money & Me FIMM Press Release 2023 MFPC FIMM Teen **Exempting Unit Trus** TOP THINGS TO KNOW ABOUT VIIIT TRUST + PRS My Money & Me Programme from CGT and FSI Tax Menara LHDN **MFPC Industry Talk** FIMM Ad Skim Areanah Saham dan Skim Persaraan Sweets Limuk Polaburan Hasa Dapan 10 December **Petaling Jaya Career Talk** UTAR MFPC Industry Talk in MFPC FIMM Sungai Long Regulatory Workshop 30 October IIUM Coffee Talk Financial 1st TAX Skips draaah fahan dan Skips draaah fahan dan Skips draaah fahan dan Skips draaah fahan dan Skips draaah fahan draaah faha FIMM Gombak Issue 2 2024 Coffee Talk #2 2024 13 December COFFEE TALK TALK OMEGRATIOTY AS A CONSULTRAT FIMM in RinggitPlus TOTAL TOTAL STREET, ST AT 10075 Miles 107 No. 14 May Jul Sep Jan Feb Mar Jun Aug Oct Dec Apr Nov 30 December **FIMM Coffee Talk** Regulatory 6-7 March #1 2024 Workshop FIMM in Wealth FIMM at 13 June 6 Januari INSPIRING INCLUSIVITY The Edge Weekly **World Teleco** InvestEd Regulatory Workshop FIMM at Regulatory and Informatio UPM FSMOne WAWTI **FIMM Teen Programme** Seri Kembangan FeZ #2 2024 **Society Day** Sunway Pyramid Kolej Tingkatan Enam for Distribu 13 March 944 Launch of WHEN THE PARTY OF **Investor Alerts** ----Webpage 31 August - 6 September FIMM in Star Biz 7 Voted Telecoments, micarian and telecometers Society Day Society Day Society Day FIMM e-Zine #1 FIDENC'S Investor Allerts Is How Available on its Official Website! Webinar for **UTAR Kampar** 13 March FZ Launch of Financial Planning Club 27-26 No 200 **Investor Checkpoint Unit Trust Experience** FeZ #3 2024 15-20 January Webpage by FIMM FIMM in financial education The Edge Weekly FIMM Ad Filidi's investor Checkpoli is New Available on its Official Website! **MOU** with in MFPC The Trusted Choice of Investors Universiti Sains Malaysia 22-23 June PNB Compliance Conference & Unit Trust Talk Issue 1 2024 InvestFair 999 Mid Valley Exhibition Centre **Media Briefing** MFPC FIMM in My Money & Me **Industry Sharing** Smart Investor FIMM Teen Programme USM March/April 2024 SMK Pandan Indah Penang **Coffee Talk** O Hill & Harr Skim Amanah Saham dan Skim Persanaan Senasta setuk Pelaburan Hasa Depan #4 2024 the State Inc. FIMM Teen Programme COFFEE SMK Batu Muda Minggu Saham Amanah Malaysia 29 June VADERSTANDING TAX EXEMPTIONS + E-INVOLVING MFPC NAME AND POST OF THE PARTY OF T FIMM at InvestEd My Money & Me Setia Alam Regulatory Workshop Taiping **MFPC Industry Talk World Investor Week** for Member COUNTY AND DESIGN TOTAL DE **Tanjung Malim**

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**MFPC Industry Talk** 



# Thank You

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