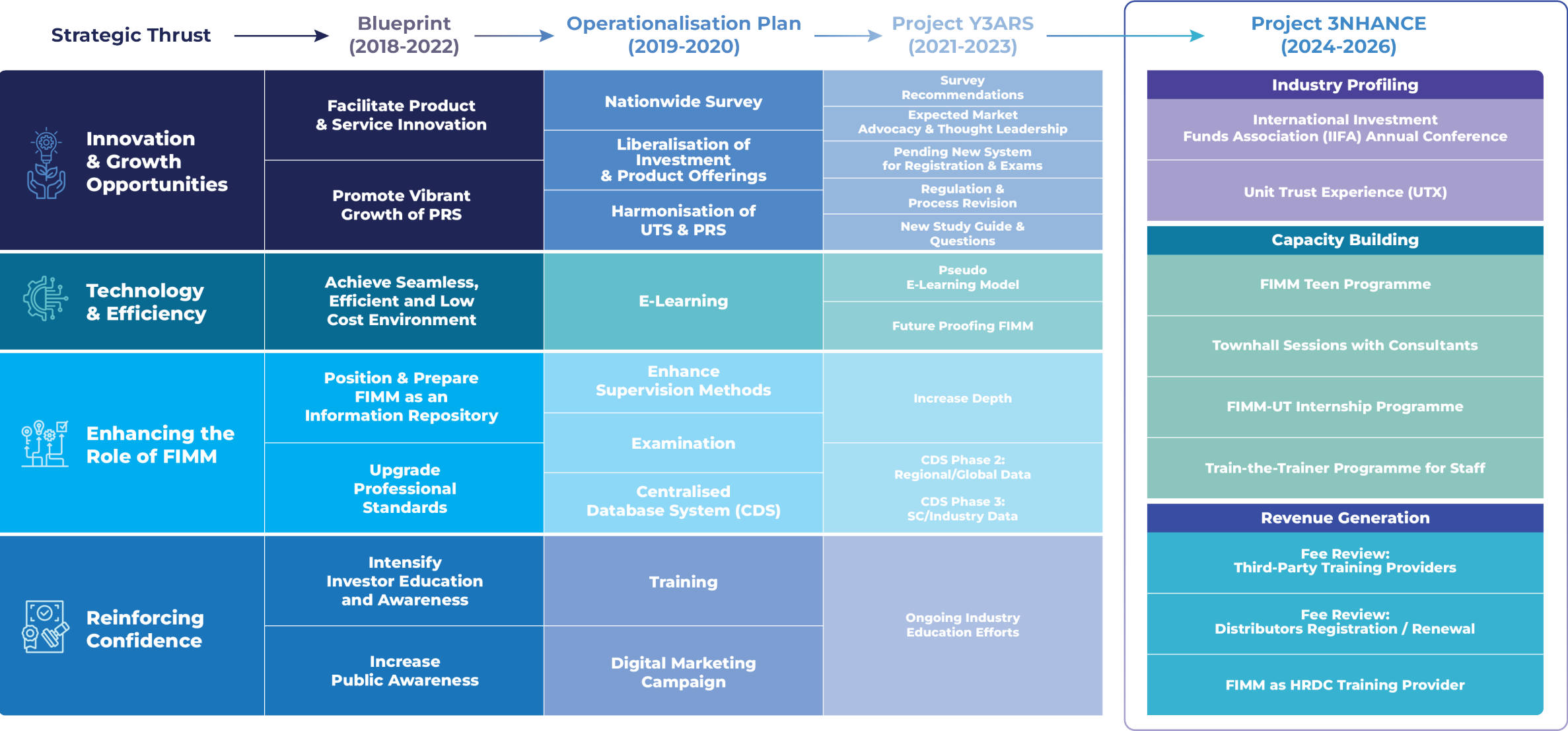


CEO Report

By Kaleon Leong

From Y3ARs to 3NHANCE



Enhancing FIMM's DNA

	Departments	Before 2018	2-Year Operationalisation Plan 2019-2020	Project Y3ARS 2021-2023	Project 3NHANCE 2024-2026
Regulatory SD	Legal & Regulatory Affairs	<ul style="list-style-type: none">Revision of Code of Ethics (COE)Revision of FIMM Consolidated Rules (FCR)Review of Enforcement Handbook	<ul style="list-style-type: none">Sanctions MatrixExpansion of Complaint Reach	<ul style="list-style-type: none">Enhancement of Complaints HandlingEstablish Information-Sharing Arrangements with Bank Negara Malaysia	UTX Unit Trust Experience
	Supervision	<ul style="list-style-type: none">Off-Site ReviewsQuarterly Complaints SubmissionsMystery Shopping	<ul style="list-style-type: none">Social Media SurveillanceOn-Site Examination on Unit Trust Management CompaniesSupervisory Engagements	<ul style="list-style-type: none">Focus Group InterviewsAutomation of Annual Compliance Review Checklist	
	Registration	<ul style="list-style-type: none">Member RegistrationConsultant Registration	<ul style="list-style-type: none">Single Registration for UTS and PRSRegistration ManualAuto Renewal	<ul style="list-style-type: none">Background Screening of New ConsultantsDigital FIMM Registration	
Industry SD	Research & Analytics	<ul style="list-style-type: none">Country Reports (Cerulli, IIFA, AOIFA)Annual Funds EvaluationEPF-Members Investment Scheme (EPF-MIS)Annual Membership Subscription Fee (AMSF)	<ul style="list-style-type: none">Nationwide Survey for UTS and PRSCDS Phase 1	<ul style="list-style-type: none">Revision of the Lipper Malaysia Fund Classification (LMC)CDS Phases 2 and 3Research on UTS Fees and Charges	
	Industry Development	<ul style="list-style-type: none">Industry EducationFund Volatility Factor (FVF) ReportsFund Volatility Classification (FVC) Reports	<ul style="list-style-type: none">New Fund LaunchesAMSFTax Related MattersCountry Reports	<ul style="list-style-type: none">Combined Study GuideInvestment Management SurveysLiberalisation of Investment Restrictions & Product Offerings	
	Professional Development & Services	<ul style="list-style-type: none">FIMM ExaminationsInvestor EducationPRS Familiarisation Programme (PRSFP)	<ul style="list-style-type: none">Regulatory TrainingContent DevelopmentUtilisation of E-Learning Technology to Educate ConsultantsReview and Enhance the Syllabus and Exam Questions Module	<ul style="list-style-type: none">Virtual ExaminationTranslation Services	
	Corporate Communications	<ul style="list-style-type: none">FIMM Annual ConventionPublic EngagementsFIMM Today Magazine	<ul style="list-style-type: none">FIMM E-Zine PublicationsDaily News UpdatesSocial Media ContentDigital Marketing	<ul style="list-style-type: none">FIMM Coffee TalkFIMM TVInvestor Education Content on Social MediaMedia Partnerships	
Corporate SD	Finance	<ul style="list-style-type: none">Enhancing RevenueReviews of Procurement Policies & ProceduresReview of Delegated Authority Limits	<ul style="list-style-type: none">Budget Utilisations MonitoringCorporate Credit Card	<ul style="list-style-type: none">Accounting System EnhancementProcurement Workflow	
	IT System Support & Infrastructure	<ul style="list-style-type: none">Maintenance of FIMM Website	<ul style="list-style-type: none">Enhancement of Staff Working ToolsImproved Access to Digital Productivity SolutionsStrengthening Office Digital Security Infrastructure	<ul style="list-style-type: none">Cloud-Based File HostingCloud-Based Office Phone System	
	IT Project Management, System & Method	<ul style="list-style-type: none">Maintenance of FIMM Website	<ul style="list-style-type: none">Revamp of IT SystemsEstablishment of a Centralised Database SystemImplementation of Digital Document Archiving	<ul style="list-style-type: none">Chatbot and AI Enhancements for the Website	
	Human Resource & Administration	<ul style="list-style-type: none">Revision of Employee Handbook	<ul style="list-style-type: none">Enhancement of the HR FrameworkIntroduction of New and Revised Standard Operating Procedures (SOPs)	<ul style="list-style-type: none">HRD Corp Registered Training Provider	Content Development & Training
	Secretarial	<ul style="list-style-type: none">Annual General MeetingBoard Administration		<ul style="list-style-type: none">Review of the FIMM ConstitutionBoard Charter	
	Internal Audit & Risk Management	<ul style="list-style-type: none">Audit ProceduresAnnual Audit & Risk Plan	<ul style="list-style-type: none">Revamp of Audit ActivitiesConduct a Risk Analysis WorkshopIntroduction of Thematic AuditsConduct Desktop Audits	<ul style="list-style-type: none">Automation of Audit & Risk ActivitiesDevelopment of Corruption Risk FrameworkIdentification and Mitigation of Emerging Risks	

Hosting of IIFA Conference 2025

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



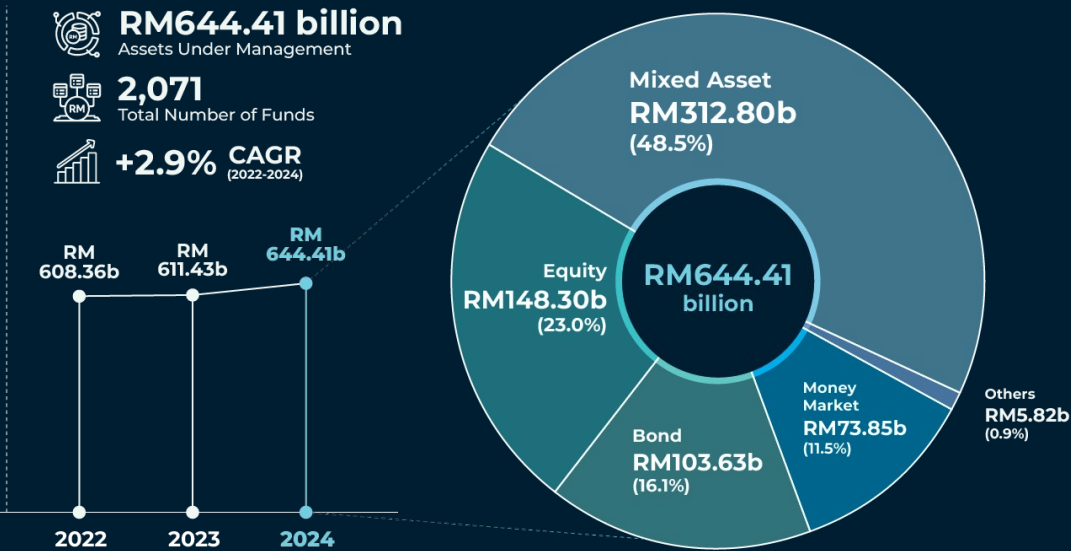
UTX Roadshow Debuts
23-24 November 2024



FIMM Launches Internship Programme, Completes First Year

Industry Snapshot 2024 – AUM up RM33bil (5%)

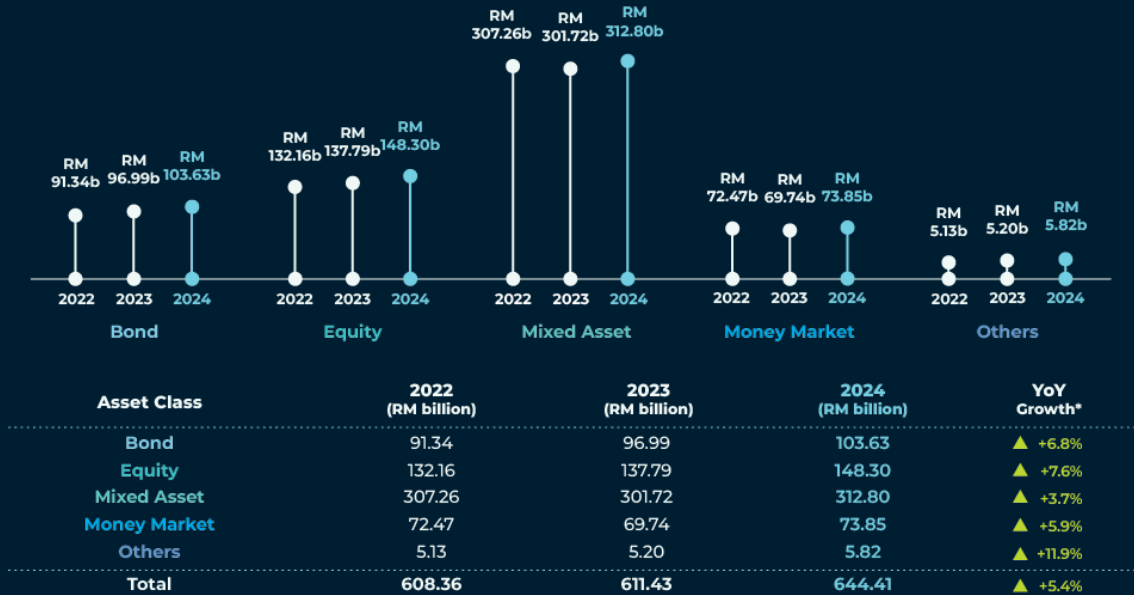
Assets Under Management (AUM) of Funds Managed by FIMM Members



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 (SC)'s website.
- Due to rounding, numbers presented may not add up precisely to the total indicated.

AUM by Asset Class (2022-2024)



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.

CEO Report

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	▲ +5.2%
Wholesale Funds (WSF)	72.28	72.20	76.27	▲ +5.6%
Private Retirement Scheme (PRS)	5.41	6.45	7.61	▲ +18.0%
Exchange Traded Funds (ETF)	1.75	1.87	1.98	▲ +5.9%
Total	608.36	611.43	644.41	▲ +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.

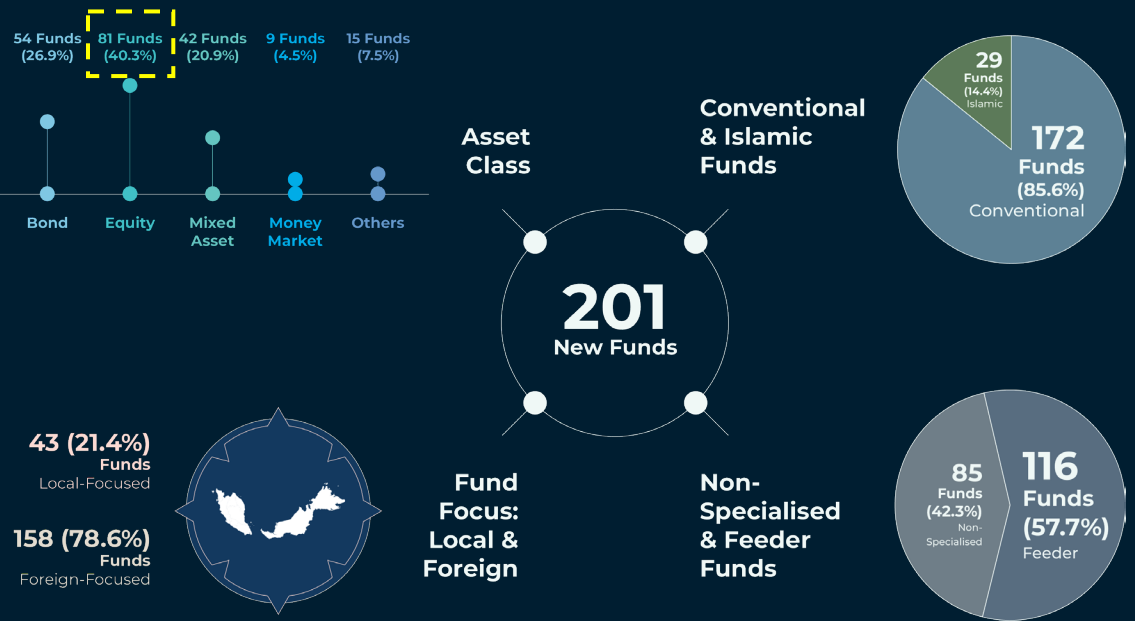
AUM by Conventional & Islamic (2022-2024)



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 (LSEC), hence may be different from SC.
- Due to rounding, numbers presented may not add up precisely to the total indicated.

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

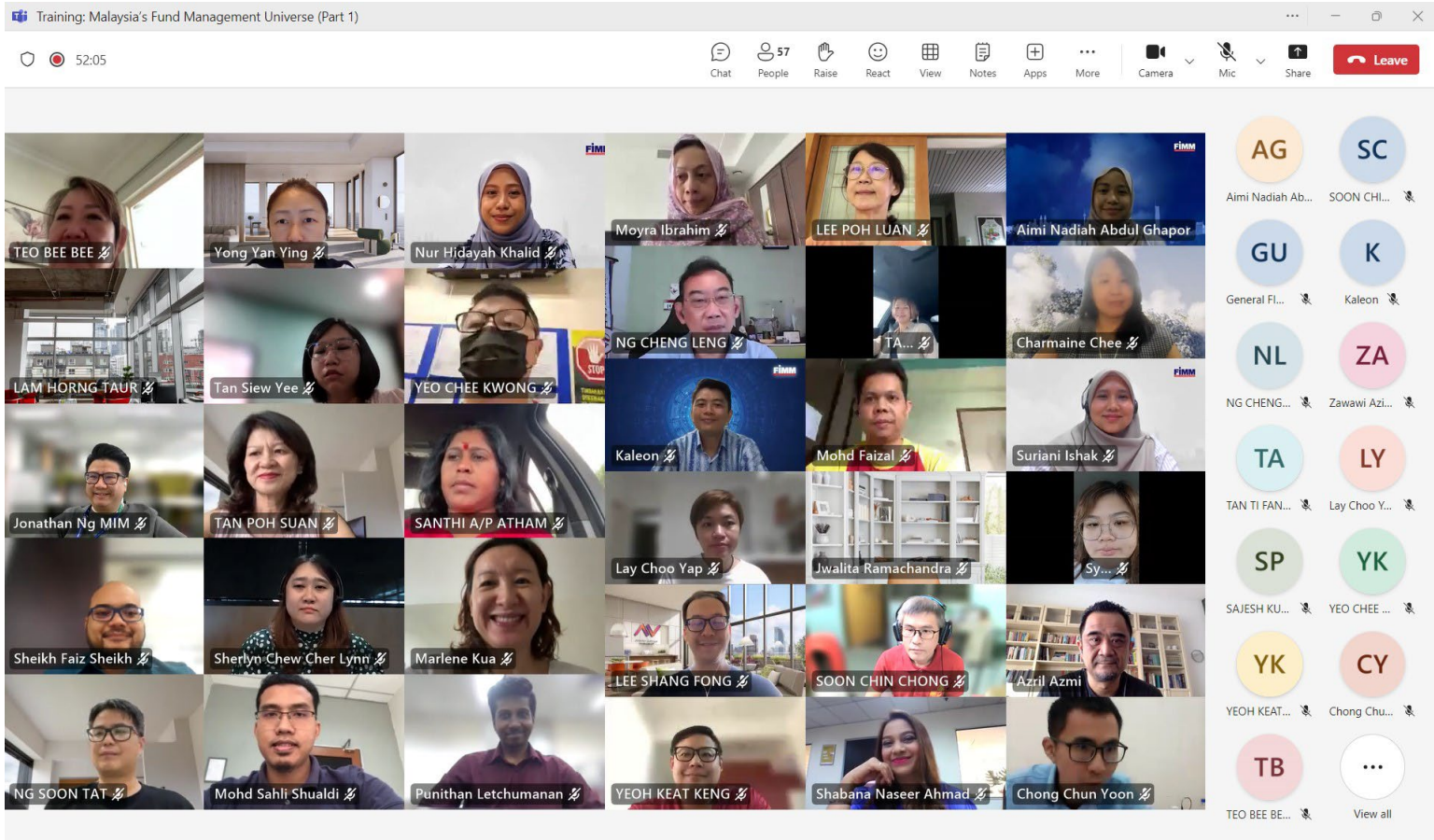
Note: Consultants with dual registration will be reflected in both categories, i.e. UTS and PRS Consultants.

CEO Report: Professional Development of Consultants

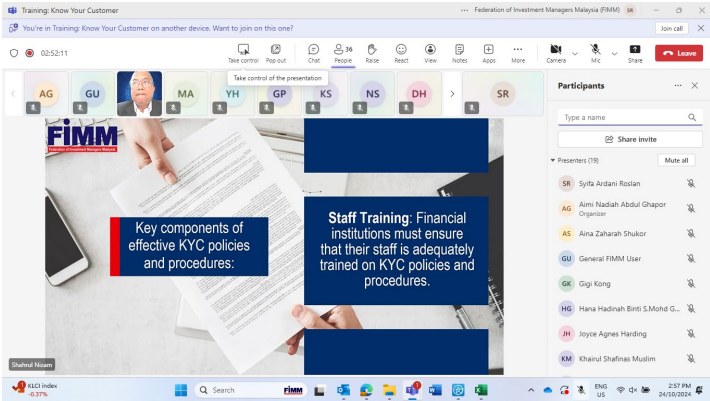
FIMM Training Programme



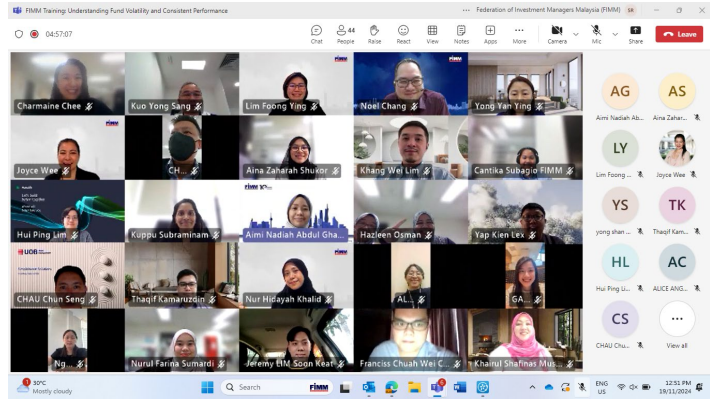
Annual General Meeting 2025



Malaysia's Fund Management Universe (Part 1)



Know Your Customer



Understanding Fund Volatility and Consistent Performance

Note: Consultants with dual registration will be reflected in both categories, i.e. UTS and PRS Consultants.

CEO Report: Professional Development of Consultants

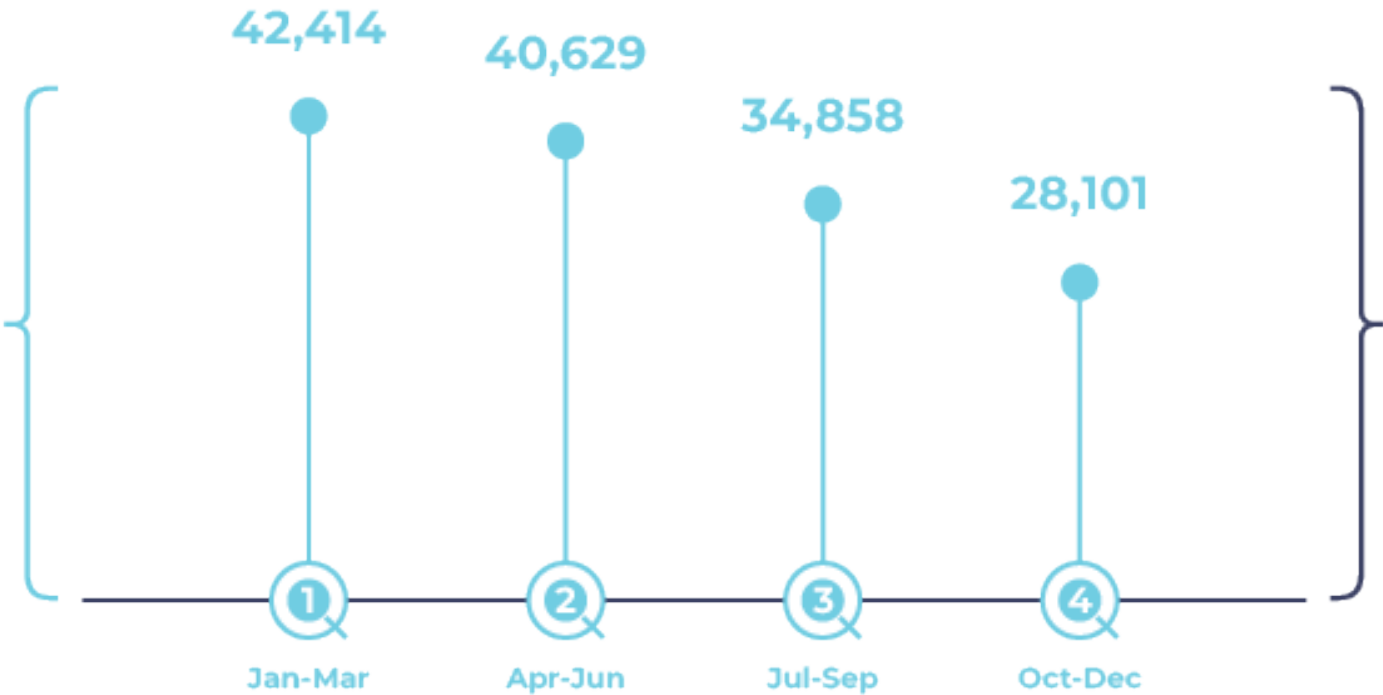
FIMM CPD Tracker System

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

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)

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

Focus Group Interview
with Consultants

Regulatory Industry
Briefing



99

Annual Compliance
Reviews

Social Media Surveillance
with Mystery Shopping

Quarterly Complaints
and Trends Analysis

Townhall Series
with Consultants



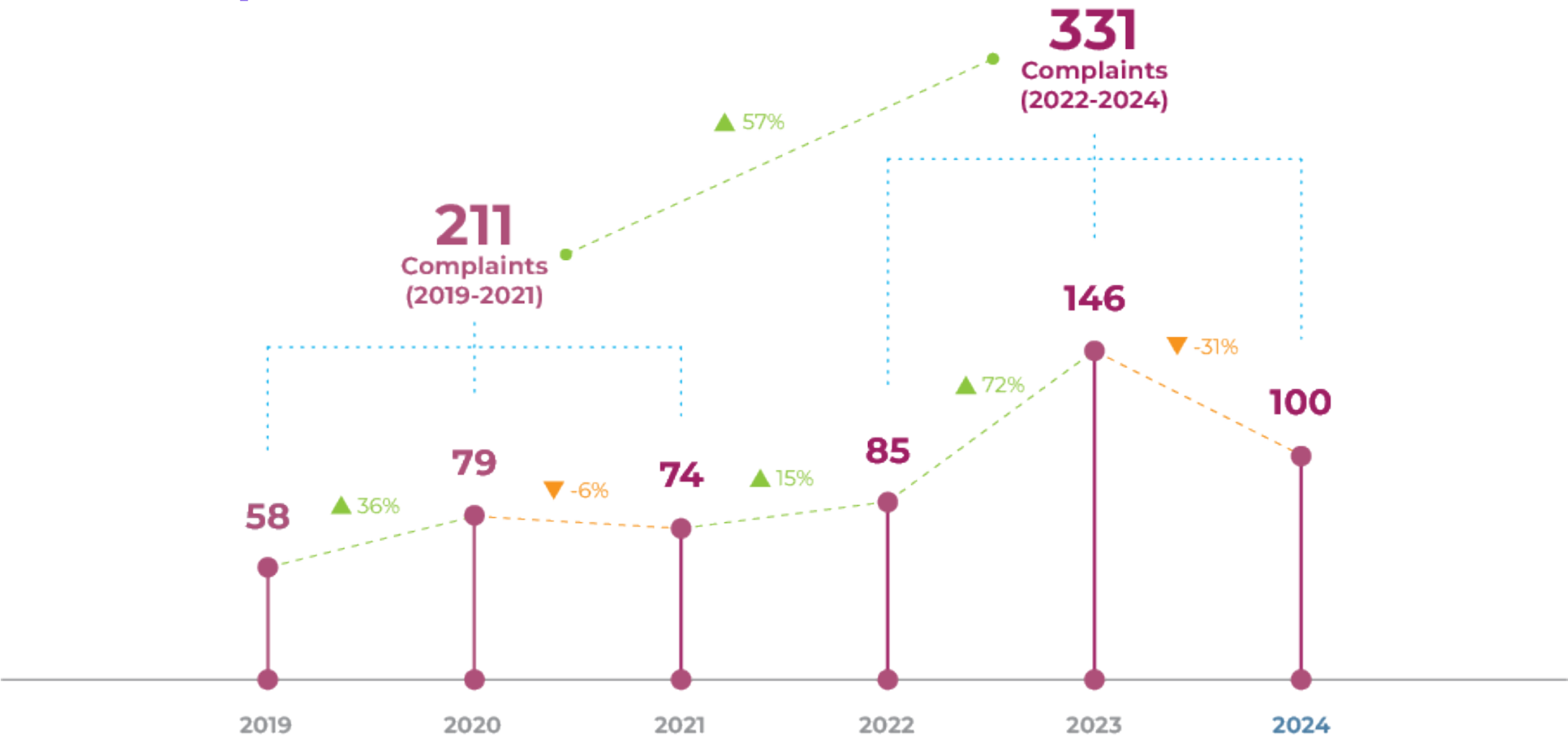
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Thematic Supervisory
Visit to CUTA/CPRA

“Dear CEO” Letter

Enforcement

Number of Complaints Received



CEO Report

FIMMAC 2024

FIMM
Federation of Investment Managers Malaysia

Annual General Meeting 2025

FIMMAC 2024

12 September 2024

INNOVATE INVEST

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.



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



Session 1
UT Industry Market Outlook



Session 2
Digitalisation in the Asset
Management Industry



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



Session 4
Clarity Through Noise



Session 5
Enhancing Professionalism in
Investment Advisory



Session 6
Retirement Ready?
Never Too Early



FIMM CEO Kaleon Leong
wrapping up with the closing
remarks.

Unit Trust Experience 2024



Investor Awareness & Education

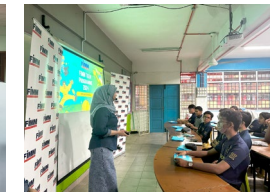
FIMM Teen Programme



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
Roadshows and Outreach Programmes
(+9.5% from 2023: 21)

6,620
Engagements
(+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
Universiti Sains Malaysia Pulau Pinang 27 April	542 Engagements	RTC Kota Bharu Kota Bharu, Kelantan 17 August
Hotel Seri Malaysia Taiping, Perak 29 June	176 Engagements	Islamic Information Centre Kuching, Sarawak 5 October
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

International Islamic University Malaysia (IIUM)
Gombak, Selangor
3 May

100
Engagements

Universiti Sultan Zainal Abidin (UniSZA)
Kampung Gong Badak, Kelantan
20 December

80
Engagements

Bersama InvestSmart @ Johor

Mid Valley Exhibition Centre
Johor Bahru, Johor
17-19 May

483
Engagements

InvestSmart Fest

Mid Valley Exhibition Centre
Kuala Lumpur
17-19 October

951
Engagements

Minggu Saham Amanah Malaysia

Setia Alam Convention Centre
Selangor
22-25 August

1,229
Engagements

Invest Fair By Share Investor

Mid Valley Exhibition Centre
Kuala Lumpur
22-23 June

341
Engagements

SIDC's InvestEDCareer Talks

International Islamic University Malaysia (IIUM)
Gombak, Selangor
31 May

104
Engagements

Universiti Malaysia Sabah
Kota Kinabalu, Sabah
23 October

136
Engagements

Universiti Putra Malaysia (UPM)
Seri Kembangan, Selangor
13 June

110
Engagements

Universiti Teknologi MARA (UITM)
Puncak Alam, Selangor
5 December

270
Engagements

Other Speaking Engagements

**Financial Talk:
Understanding Unit Trust**
Management and Business Faculty
Universiti Teknologi MARA (UITM)
Rembau
16 July

121
Engagements

**Safe Investing Strategies
in Unit Trust Schemes**
School of Management
Universiti Sains Malaysia
24 October

130
Engagements

**Finance Unfiltered:
Unveiling Diverse
Career Journeys**
Islamic Finance Students' Council,
Economics and Management Society
International Islamic University Malaysia
(IIUM)
16 November

63
Engagements

**Money Matters:
Student Finance Forum**
Members of Bachelor's Accountancy
Universiti Teknologi MARA (UITM)
Melaka
1 December

176
Engagements

CEO Report

Investor Awareness & Education

FIMM e-Zine (FeZ)



10,460
Readership
for the e-Zine series by the end of 2024



1,426
CPD Points Claimed

FIMM TV Weekly Recap (FTVWR)



19,999
Views in 2024



51 Videos
Produced in 2024



Issue #1 2024
Published on 25 Apr



Issue #2 2024
Published on 24 Sept



Issue #3 2024
Published on 26 Dec



CEO Report

Investor Awareness & Education

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



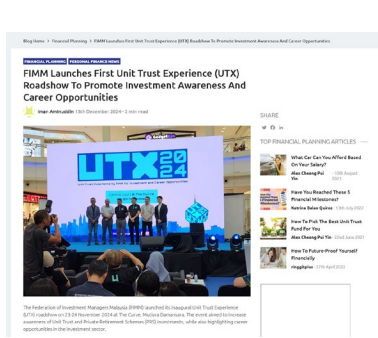
Unit Trusts, Something for Everybody

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



CEO Report



Thank You

Follow us for updates



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Investment Managers
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