



PRESS RELEASE

MINISTER OF YOUTH AND SPORTS KICKS OFF BURSA MALAYSIA'S FANTASY FTBL.TRADR CHALLENGE

First capital market-linked football game with RM125,000 in prizes up for grabs

KUALA LUMPUR, 12 June 2014 - Bursa Malaysia Berhad (“Bursa Malaysia” or “the Exchange”) steps up the pace in their retail engagement strategy by tapping into the energy and excitement of the World Cup through the launch of their **Bursa Malaysia Fantasy FTBL.TRADR Challenge** (“Challenge”). This will be a *fantasy football challenge like never before*. Participants in the Challenge will use the tools of stock traders to build a portfolio of players from Brazil to make up a dream team to compete for the RM125,000 in prizes up for grabs.

For the first time, the Exchange brings together members of the capital market and the Ministry of Youth and Sports, in a unique and fun way to create new energy and dimension in the marketplace. The Minister, Yang Berhormat Encik Khairy Jamaluddin was present to open the market and kick off the Challenge alongside the C-suite representatives from the five partner investment banks.

Dato’ Tajuddin Atan, Chief Executive Officer of Bursa Malaysia said, “As drivers of the capital market, we all have a common goal; to build the financial literacy of our youth. We need to ensure that our Gen-Y have the proper knowledge in their hands and the necessary experience with financial matters to start investing for their future.

Bursa Malaysia is taking deliberate actions to ensure inclusion of the youth in the world of investing, first by introducing the BursaMKTPLC eCommunity, essentially putting the **market-in-the-pocket of everyone**, and for the first time, making accurate and objective information on the Malaysian market available to everyone. Today, we have created another exciting programme, in collaboration with our investment banking partners, to engage existing investors and educate new investors.”

The Fantasy FTBL.TRADR Challenge is created by Bursa Malaysia and will be rolled out today in collaboration with five of Malaysia’s leading investment banks, Kenanga Investment Bank, Alliance Bank, CIMB Investment Bank, Maybank Investment Bank and RHB Investment Bank. These five collaboration partners represent 53 per cent of the retail market. Kenanga Investment Bank and Alliance Bank have enhanced the Challenge with two branded leagues. The Signature League from Kenanga Investment Bank will offer league participants a total of RM50,000 of prizes and the Premium League from Alliance Bank will offer league participants a chance to win up to RM30,000.

The game will be based on actual data from the world cup action in Brazil and uses the same stock portfolio management tools from BursaMKTPLC to manage a portfolio of players. This dream team portfolio is then used to compete in the FTBL.TRADR Challenge. The Team Manager with the largest portfolio at the end of play in Brazil is the winner. There are many opportunities to win a share of the RM125,000 in prizes that are up for grabs in the challenge, which will end on 14 July 2014. Targeted at 20 to 35-year olds, the intention of the game is to educate potential and existing retail investors on their journey to managing their own portfolios.

To get into the energy and excitement of the **Bursa Malaysia Fantasy FTBL.TRADR Challenge**, visit <http://ftbl.bursamarketplace.com/>

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About Bursa Malaysia Berhad

Bursa Malaysia is an exchange holding company established in 1973 and listed in 2005. Today, it is one of the largest bourses in ASEAN, hosting more than 900 companies across 60 economic activities. Companies from the economic sectors are listed either on the Main Market for large-cap established companies, or on the ACE Market for emerging companies of all sizes. Bursa Malaysia adopts the FTSE Bursa Malaysia KLCI values as its main index.

Bursa Malaysia operates a fully-integrated exchange, offering a comprehensive range of exchange-related facilities including listing, trading, clearing, settlement and depository services. Bursa Malaysia offers a diverse spread of offerings covering equities, derivatives, Islamic products, bonds as well as offshore, and provides a various range of investment choices globally.

In assisting the development of the Malaysian capital market, Bursa Malaysia is committed to provide the infrastructure needed to create a globally competitive and vibrant marketplace.

For more information on Bursa Malaysia, visit www.bursamalaysia.com.

For media inquiries, please contact:

YogendraThavakumar
Vice President
Strategic Communications
Bursa Malaysia Berhad
Tel: +603 2034 7594
Fax: +603 2034 0069
Email: yogendra@bursamalaysia.com