

MEDIA RELEASE

BURSA MALAYSIA LAUNCHES LISTING eSERVICES FOR THE MARKETPLACE

*Offers better efficiency with enhanced Listing Information Network System
& AskListing@Bursa online enquiry service*

KUALA LUMPUR, 27 April 2015 - Bursa Malaysia Berhad (“Bursa Malaysia” or “The Exchange”) today announced the launch of the new Listing Information Network System (“Bursa LINK”) and an online listing enquiry service dubbed *AskListing@Bursa* for the marketplace. Both are part of the Exchange’s e-services which will serve as channels for the Exchange to move all enquires from listed issuers’ online as well as digitise the disclosure and submission processes. The services provide improved and digitised functionalities that are aimed at providing greater efficiency in processes and turnaround time between the Exchange and listed issuers, external company secretaries as well as investment banks.

Dato’ Tajuddin Atan, Chief Executive Officer of Bursa Malaysia said, “The launch of these eServices is part of our ongoing efforts to enhance operational efficiencies and improve our service levels to our stakeholders. Over the years, Bursa Malaysia has been investing heavily on technology to drive exchange innovation and meet global demands. Technology has and will continue to change the way we work and operate. It aims to improve turnaround time and delivery expectations. As such, leveraging on technology enhancements is central to business processes.

The enhanced Bursa LINK specifically, introduces a new feature which allows electronic submission for applications such as Initial Public Offerings (“IPOs”) and secondary fund raising activities. This automated process will help improve time to market, increase efficiency for all stakeholders and ultimately, promote a paperless operating environment.”

He added that the launch of *AskListing@Bursa*, is to cater to the needs of stakeholders for a more effective approach to managing enquiries pertaining to the interpretation and compliance with the Listing Requirements. Moving forward, all enquiries will now be channeled online to a dedicated team within the Listing Division.

Apart from being a communication channel, *AskListing@Bursa* will also feature the new *InterActiveLR*, which is an eListing of the rules that has been designed to simplify the reading and understanding of Listing Requirements. This service has been designed to be intuitive and easy to use where definitions and FAQs are all linked to provide seamless information access.

About Bursa LINK and AskListing@Bursa

The new **Bursa LINK** system is an entirely new system engineered from ground up with enhanced functions and features. It is expected to provide more efficient and effective dissemination of information, with the aim to minimise data entry, reduce transcription errors and administrative processes. It also provides greater automation of processes in particular electronic submission of applications such as applications for IPO and secondary fund raisings thus improving efficiency for all stakeholders and better time to market. *The AskListing@Bursa* online enquiry service, on the other hand, comprises two key components i.e. an online channel for enquiries and interactive listing requirements.

For more information on the new **Bursa LINK** and **AskListing@Bursa**, please visit www.bursamalaysia.com

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About Bursa Malaysia Berhad

Bursa Malaysia is an approved exchange holding company under Section 15 of the Capital Markets and Services Act 2007. A public company limited by shares under the Companies Act 1965, Bursa Malaysia operates a fully-integrated exchange, offering equities, derivatives, offshore, bonds as well as Islamic products, and provides a diverse range of investment choices globally.

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

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