

## Our Strategic Focus

**We strive to build a diversified exchange that is ready to respond to the changing needs and appetite of our growing client base and evolving operating environment. While we have since unveiled a new set of strategic goals for the next three years (2021–2023), our initiatives for the year under review continue to be guided by the following five focus areas:**

### Strengthening the Core

We continue to make fundamental improvements in the critical components of our capital market to ensure that it remains accessible, competitive and vibrant. In strengthening the core, we:

- Create an enabling ecosystem to remain competitive and grow our markets
- Enlarge our participant base to improve market liquidity
- Expand our product offerings to meet investors' demand and risk appetite
- Stimulate the Derivatives Market with an aim to develop unrealised potential

### Capitalising on Technology and Information

We continue to invest in and leverage on technology and information to accelerate our growth, increase efficiency, enhance our competitiveness and develop new competitive advantages. We endeavour to:

- Improve our digital touchpoints to better serve our users
- Leverage on digitalisation for operational excellence
- Leverage on data to enhance our competitiveness
- Forge strategic partnerships to capitalise on emerging technologies such as blockchain and artificial intelligence to create a conducive ecosystem to innovate our offerings and improve our processes
- Ensure readiness to manage cyber security threats

### Regional and Global Connectivity

We build regional and global connectivity to enhance our market reach and accessibility to global investors, in line with our vision of being a globally-connected marketplace. Under this focus area, we:

- Pursue strategic partnerships including bilateral collaborations with other exchanges and international organisations that have strategic value for us
- Facilitate foreign participation in our marketplace

### Fostering a High-Performance Organisation (HPO)

Our employees come from diverse backgrounds and skills. We regularly reskill and upskill our talent to ensure our workforce is ready for the future with digitalisation at the forefront of the rapid change in our operating landscape and industry. Our employees embrace our values and culture, while our remuneration and benefits policies are regularly reviewed. In our efforts to build a HPO, we:

- Upskill our talent to be ready to adopt or apply relevant new technologies
- Integrate a data-driven culture across the group
- Focus on holistic employee propositions and retention strategies

### Sustainability as a Way of Life

Our sustainability practices and disclosures have merited our inclusion in the FTSE4Good Bursa Malaysia Index since the index's inception in 2014. With increasing investor awareness, focus and desire to integrate Environmental, Social and Governance (ESG) into their investment strategies, we continue to encourage a culture of sustainability in what we do. Under this focus area we:

- Strengthen the Exchange's internal sustainability management approach and disclosure
- Advocate sustainability among our stakeholders and facilitate capacity building
- Promote enhanced availability of ESG information and improved financial education

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### TRANSITIONING TO OUR NEW STRATEGY

Towards the end of 2020, we charted a new Strategic Roadmap which encompasses three core strategies, four key enablers and five strategic pillars to guide our growth and transformation over the next three years (2021–2023). We believe the Roadmap will get us closer to our vision. Our mission of 'Creating Opportunities, Growing Value' will invariably be central in what we aim to do.

