

Appendix a: Bursa REACH FAQ

BURSA REACH

1. What is REACH?

REACH – Remisier Acquisition Hub, is a profiling platform for Dealer Representatives (DRs)¹ that showcases their investment portfolios, highlights their expertise, and allows them to share investment insights with their connected investors. Through a simple authentication process, existing investors can easily connect with their DRs, gaining immediate access to detailed information about their portfolio holdings. Prospective investors can conveniently connect with these DRs and embark on the journey of setting up their trading accounts.

2. How will REACH benefit me as a DR?

You will be able to showcase your investment expertise on a neutral platform. Through your portfolio performance, you can attract the interest of the platform's visitors and convert them into your actual trading clients. Furthermore, with REACH, you can effectively uncover your clients' interests through features like watchlists and likes, potentially converting this into actual trading flows.

3. What are the potential traffic flows or profiling opportunities of REACH?

The REACH platform resides within the Bursa Marketplace ecosystem. Bursa Marketplace has around 1 million unique registered users and enjoys an average daily traffic of 10,000. In addition, the platform will also be promoted on Bursa Malaysia's social media platforms (Facebook, Instagram & X), which have a combined total of around 250,000 followers.

4. I am a DR, how can I join?

This profiling platform is open to all DRs (salaried dealers and commissioned remisiers). To get onboarded, you will need to be nominated by your Participating Organisation (PO). You are encouraged to inform your PO of your interest in participating.

5. Are there any costs involved in being profiled on the platform?

There are no costs incurred by the PO or the DRs that are onboarded onto the platform.

6. I am an investor; can I connect with my DRs and explore the profiles of other DRs on the REACH platform now?

REACH is now launched for DR onboarding and will be open to the investing public in the coming months, so stay tuned for more updates.

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¹ DRs cover salaried dealers and commissioned remisiers.