

# BursaBytes

Happenings and updates from Bursa Malaysia

## Note From The Editor

Issue 4 Vol 2 JAN 2011

Towards the end of 2010, Bursa Malaysia saw interest in the markets pick up significantly after having seen some quieter months in the middle of the year. This was reflected by the higher trading volumes in 4Q10 and the FBM KLCI index hitting an all time high in November 2010. So far, in January this year, market performance has remained promising.

On 23 November 2010, the Prime Minister launched the Exchanges' Business Sustainability Programme for Corporate Malaysia. The programme aims to enhance understanding of sustainable business practices among listed companies. To this end, Bursa Malaysia introduced a guide as well as a web portal as resources focusing on this subject.

Significantly for our market, the global index provider FTSE announced on 23 September 2010 that Malaysia was promoted to Advanced Emerging market status. In addition, the United States Securities and Exchange Commission recognised Bursa Malaysia as a "Designated Offshore Securities Market". U.S. based investors will now be able to trade in the Malaysian market without registration requirements imposed by U.S. securities laws. Bursa Malaysia is hopeful that, with these recognitions, the Malaysian market will be able to attract more interest from investors and issuers.

In October 2010, it was announced that the Capital Market Development Fund-Bursa Malaysia Research Scheme (CBRS) will be continued after having a successful run over the last five years. Companies registered under this scheme will receive two years research coverage, half of which will be subsidised by the Capital Market Development Fund. The aim of the scheme is to provide smaller and mid cap companies the opportunity to receive research coverage and have better opportunities for gaining investor attention.

Keeping with the theme of corporate profiling, we start our first edition of "Corporate Access", where the Malaysian Investor Relations Association will be bringing you features and updates on Investor Relations. This issue opens with an interview with the CEO of Hua Yang Berhad, Ho Wen Yan.

As ever, to keep you abreast of the latest developments, we have included our regular updates from the regulatory side and Islamic Markets.

## HIGHLIGHTS



### 2 Market Highlights

- Business Sustainability Programme to Drive Higher Integration of Sustainable Practices Amongst PLCs
- Malaysia Progressed Into FTSE's Advanced Emerging Status In FTSE Global Equity Index Series

### 6 Corporate Access

- Interview with CEO of Hua Yang Berhad

### 8 Islamic Markets

- IDB Sukuk Listing
- Regulator-To-Regulator Workshop: Bank Negara Malaysia And Bank Indonesia
- International Shari'ah Investment Convention

### 10 Regulation

- Education Programme For Dealer's Representatives

# CORPORATE ACCESS

Malaysian Investor Relations Association (MIRA) is a company established by Bursa Malaysia to promote the good practice of investor relations by public listed companies.



## INTERVIEW WITH HO WEN YAN, CHIEF EXECUTIVE OFFICER OF HUA YANG BERHAD BY MIRA

**Hua Yang Berhad**, a MIRA member listed under the Properties Sector of Bursa Malaysia, has built a reputation for providing affordable homes to the public.

Ho Wen Yan, from the pioneer batch of Certified Investor Relations practitioners, shares with us his plans to transform Hua Yang to be one of the country's largest property developers in the next five years.

### What are your views on the prospects of the property industry in Malaysia and in particular, the affordable properties segment?

Taking into consideration Malaysia's growing population and young demographic profile, we expect demand for affordable properties to remain strong. In Klang Valley, this segment of the property market is under-served, leading to an imbalance in the demand and supply of homes for middle class income families. We strive to fill this gap by leveraging on our experience and track record in delivering homes which are affordable to first-time home buyers.

### In view of the fast changing landscape, what strategy have you put in place to achieve your goal?

A successful company always puts customers first. Young families today aspire and work towards owning their first dream home. At Hua Yang, we aim to be a property developer that adds value to our customers. We will constantly strive for improvements in terms of operations and products delivered to ensure that our properties remain affordable for the average middle income family.

### With the longer term plans laid out, what can be expected from Hua Yang over the near term?

We have property development projects spanning across Johor, Perak, Klang Valley and Negeri Sembilan. Our flagship mixed integrated development project in Klang Valley, One South, will be our single largest development in Klang Valley. The project's success will raise our profile amongst Klang Valley residents and reinforce our statement that Hua Yang is the upcoming developer to watch.

### Having been appointed CEO since August 2010 from your previous role as Chief Operating Officer, please share with us the journey so far and what shapes the way the Company manages its relationship with its management team and stakeholders.

I am fortunate and grateful for the Board's guidance and continued vote of confidence to have entrusted me with the role to build on the Company's legacy, which is to build affordable homes for the nation.

I would like to share some key lessons that I have garnered over my career path.

My first business lesson is that the Company is about its "people".

Our current achievements have been built on the teamwork and hard work of my current colleagues and those before us. As we continue to build on our achievements, the goal is to develop a young, professional group of managers and senior management capable of steering the Company towards greater success in the future.



To move the Company forward, we will also need to tap on the initiatives and hard work of the talented staff we have.

The second business lesson is about the “process” taken to achieve the desired results.

Although we set ourselves targets and milestones, the process is just as important as the result. The process of building successful relationships with associates, the process of seeing our staff grow in ability and maturity and the process of executing projects. These are just as rewarding and fulfilling as achieving targets.

I continue to spearhead the Company's strategy on investor relations, a role which I had embraced in my previous position. With plans to grow the Company, it is absolutely vital to consistently manage our stakeholders' expectations while maintaining visibility to the investment community.

The journey ahead will be long and challenging but with the right mind-set and perspective, I believe it will be enjoyable and fulfilling.

## IR Tracker

Company	: Hua Yang Berhad	Financial year end	: 31st March
Board	: Main Market	Latest results release	: 2nd quarter ended 30 September 2010
Sector	: Property		
Stock code	: 5062	IR Contact	: May Chan, Financial Controller
Stock name	: HUAYANG	Email	: <a href="mailto:chan_may@huayang.com.my">chan_may@huayang.com.my</a>
		Website	: <a href="http://www.huayang.com.my">www.huayang.com.my</a>

Details correct as at 31 December 2010

To know more about MIRA, please visit [www.mira.com.my](http://www.mira.com.my).

For more information on MIRA, please contact Alex Lee at +603-20347491 or [alexlee@bursamalaysia.com](mailto:alexlee@bursamalaysia.com).

### DISCLAIMER:

The above interview was conducted by MIRA based on the information provided by Hua Yang Berhad.

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