

Press Release

FOR IMMEDIATE RELEASE

## **Maybank Investment Bank wins Best Broker of the Year in Malaysia 2014**

- Maybank Investment Bank in 2013 reported an operating income of \$76.3 million and a 37.48% net profit margin.
- It has invested considerably on its mobile trading platforms showing innovation and a customer-centric focus.
- The KE Trade mobile app's commendable stock research feature called "Market Insight," offers investors real-time market intelligence and research.

**Kuala Lumpur, Malaysia, May 21<sup>st</sup> 2014** – Maybank Investment Bank has been named as the winner of the Best Broker of the Year in Malaysia 2014 during the 15th Asian Banker Summit. The ceremony was held at the KLCC in Kuala Lumpur on May 21<sup>st</sup> 2014.

Maybank Investment Bank showed impressive financials for the year under review with good growth in revenue and operating profit. With its strong presence and long term business commitments in Malaysia, Maybank Investment Bank is the Best Broker this year in Malaysia.

About 1000 delegates attended the event, consisting of industry specialists, senior bankers, regulators, service providers and decision makers from leading institutions in Asia, the US, Europe and Latin America, where opinions and responses of practitioners from across the region to global issues are shaped.

The Asian Banker Achievement Awards are widely acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry as recognised in the Asia Pacific region.

A stringent three-month evaluation process based on a balanced and transparent scorecard had been used to determine the winners.

The list of winners for The Asian Banker Financial Markets Awards 2014 is attached in the following page.

**The Financial Markets Awards 2014 Programme**  
Winner's List

**Trading Platform of the Year:**  
Thomson Reuters

**Trading and Reference Data Provider of the Year:**  
Thomson Reuters

**Technology Implementation of the Year:**  
HDFC Securities and TCS BaNCS

**Custodian Bank of the Year (Thailand):**  
TMB Bank Public Company Limited

**Broker of the Year (India):**  
Kotak Securities

**Broker of the Year (Singapore):**  
DBS Vickers

**Broker of the Year (Thailand):**  
Maybank Kim Eng Securities

**Broker of the Year (Malaysia):**  
Maybank Investment Bank

The press releases for each business achievement award winner are being issued separately.

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**About The Asian Banker**

The Asian Banker is the foremost provider of strategic intelligence and data to the financial services community. The company collects and publishes data on the performance of banks in the Asia Pacific region. The Singapore-based company has offices in Malaysia, China and the Philippines as well as representatives in London and New York. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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### **About the Financial Markets Awards**

This programme has been administered by The Asian Banker since 2001 initially as part of our prestigious annual Business Achievement Awards programme. Its goal is to recognise excellence in those institutions that have demonstrated a superior business strategy based on strong underlying fundamentals, highlight emerging best practices in establishing robust market structures and identify challenges in executing sound operational processes which market participants can both learn and benefit from.

### **The Board of Advisors**

The following distinguished personalities served as members of the advisory council for the selection of this year's winners. They bring to bear tremendous expertise and global perspectives to the conduct of the annual meeting.

- Paul Chow, former Chief Executive, Hong Kong Exchange
- Thomas McMahon, MD/CEO at UD Trading Group
- Professor Emeritus Alain Chevalier, Professor of Finance, ESCP, Europe
- Lieven Van den Brande, ex-CIO, Hong Kong Mercantile Exchange

### **The Selection Criteria**

Organizations under consideration must broadly demonstrate a clear track-record of excellence and commitment in the following domains:

1. Financial performance
2. Business continuity and sustainability
3. New product innovation and listing
4. Efficiency and capacity
5. Risk management
6. Process and technology
7. Major achievements and contribution to the industry
8. Investor protection and education
9. Transparency and quality of disclosure
10. Client references and customer service levels

### **The Selection Process**

The selection process begins in November and ends in March of the following year. The initial selection is through a survey and desk research done by the research team at The Asian Banker. The identified candidates are then subject to further scrutiny through interviews with third parties, including local banking journalists and analysts who have had contact with the candidates, peers and third party reviews. The shortlisted candidates are then submitted for a review by the board of advisors, based on a comparative evaluation done by the research team.