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E-Wallet in Malaysia
电子钱包

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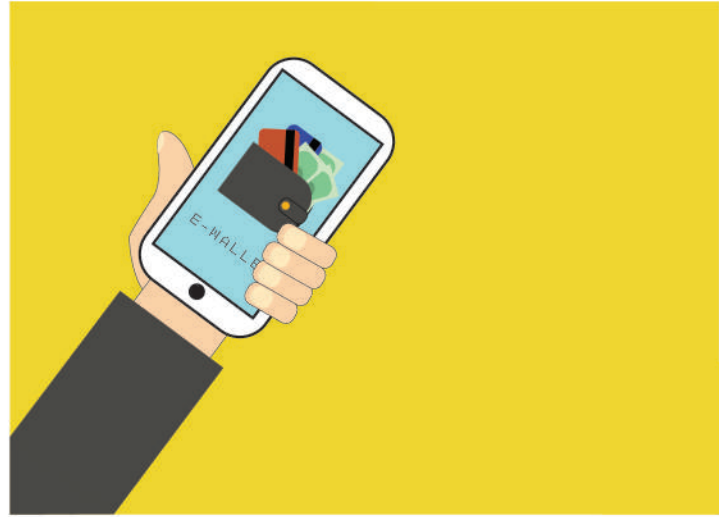
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E-Wallet: The Emerging of Digital Payment System

by Jason Chong



Money or popularly known as “notes” has been an indispensable part of humanity for 3,000 years. Before the invention of money, trades were conducted by exchange of goods through barter system. Money was commonly adopted when the society began using money as a medium of exchange to replace barter system. Banknotes and coins were introduced and being adopted universally (though the currency differs among countries) in the world starting from 16th century.

Recently, the typical physical form of money in banknotes and coins experiences a disruptive change due to the advent of technology advancement and digital innovation. New forms of “money” such as cryptocurrencies and E-wallet are being launched and they start receiving an early mass adoption by the public.

compared to cash.

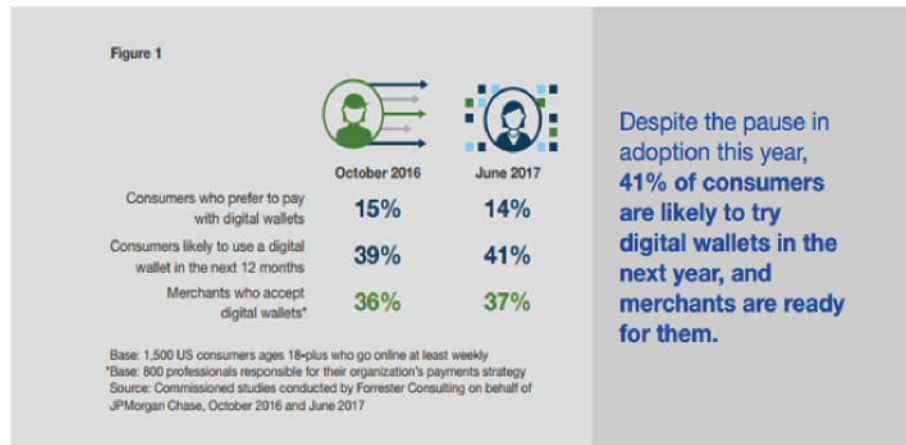
Unlike debit or credit cards, transactions using an electronic wallet are carried out offline without any direct involvement of financial intermediaries. Hence, E-Wallet is much more cost effective as it dispenses the high fixed costs incurred due to the involvements of financial institutions.

What is E-Wallet?

E-Wallet (also known as “electronic money”) is being defined as non-cash and non-paper payment instruments such as plastic cards, direct transfer and all money transactions via electronic channels”. It includes all forms of mobile payment instruments. The Committee on Payment and Settlement Systems of the Bank for International Settlements defines an electronic purse or wallet as “a reloadable multipurpose prepaid card which may be used for small retail or other payments instead of coins”. Electronic wallets have an ultimate objective to provide consumers and merchants with an electronic payment instrument that could handle small transactions in a cost effective manner as

Building for the future

E-Wallet has enjoyed incremental adoption rate of the mass public since its introduction in early days. Although there has been stagnation in the adoption rate of E-Wallet by consumers and merchants since our last study in October 2016 (as shown in Figure 1 below), experts have expressed their confidence and they forecast that the adoption rate of E-Wallet will continue escalate in long run. This is evident by statistics such as the increase of smartphone ownership from 79% in October 2016 to 83% in June 2017. The mass adoption of smartphones improve the adoption rate of E-Wallet by consumers. On the merchants



2 | The Next Phase Of Digital Wallet Adoption

FORRESTER

Figure 1: The Adoption Rate of Digital Wallets
(Source of Data: JP Morgan Chase)

side, 50% of respondents from survey are going to update their POS or eCommerce systems in the next 12 months to offer the latest digital wallet solutions .

As the statistics above demonstrates the promising future of digital wallets, it's essential for us to study the industry of E-Wallet as a whole, including the motivations and behaviors of consumers who use E-Wallet, as well as the potential needs and opportunities in the current market. There are multiple factors influencing digital wallet users in the market. One of the key factors is the crucial role played by the early adopters. They lead the public to mass-adopt E-Wallets.

The early adoption of electronic wallets leads consumers to be more savvy and demanding on their expectations as they have witnessed all kinds of wonderful innovations and possibilities emerging in field of digital and mobile payments. For example, digital food

pickup and delivery ("OrderAhead"), self-service payment system, instant coupons, reward redemptions and etc.

Merchants must be ready to capitalize on the increasing interests of the public by satisfying their demands through better digital payment and shopping experiences. Understanding the needs and behaviours of digital wallet users will lead merchants to be successful in increasing the digital wallet adoption rate of the public.

E-Wallet in Malaysia

The E-Wallet technology has been introduced into Malaysia since long ago. However, it started receiving eyeballs from Malaysian public only when the Executive Chairman of Alibaba Group Holding Ltd, Jack Ma paid a visit to Malaysia in March 2017.

In Malaysia, Touch 'n Go has been an early

company showing interests and intention to focus on E-Wallet launch. Aside from Touch 'n Go, the early adoption of E-Wallet by the public has inspired a number of players to introduce their own versions of virtual wallets. One of them is MOL Global Inc.

MOL first started involving in electronic money 16 years ago by distributing MOL Points, a digital currency for online games via 7-Eleven convenience stores in Malaysia. Over the years, it has developed an online payment platform that accepts cash and e-payment transactions to online merchants. It has further launched its own E-Wallet, One2pay to further grow its brick-and-mortar business. Currently, MOL helps facilitating Alipay mobile wallet payment via its strategic partnership with 7-Eleven Malaysia Bhd. The chain, which operates 2,100 convenience stores nationwide, is the first local retailer to accept Alipay wallet.

Besides MOL, Bursa-Malaysia-listed ManagePay Systems Bhd is also in the E-Wallet industry. Its MPay Wallet launched last year targets one million users by 2020. The virtual wallet allows users to store e-money and their favourite cards into one mobile device. The wallet has functions like making payments via QR code, online purchasing and reloading mobile prepaid credits.

Also, the growth of mobile wallet space in Malaysia is also evident through the participations of banks and some giant companies in Malaysia. According to a recent report by UOB Kay Hian Holdings Limited, Bank Negara Malaysia had issued e-money licences to 5 banks and 23 companies as of 30th June 2017. CIMB Bank, Maybank and RHB Bank are among the banks which had launched their e-wallets, namely, CIMBPay, MaybankPay and RHB Now respectively. Telecommunication companies such as Celcom-Axiata Bhd, Digi.Com Bhd and Maxis Bhd, as well as the low-cost carrier AirAsia Bhd have also developed theirs.

Nevertheless, despite the robust development of E-Wallet globally and also the efforts by merchants in Malaysia, some Malaysians still remain skeptical about its practicality and convenience. One of the key reason that stops Malaysians from using E-Wallet is the lack of a “universal wallet” which can integrate all type of payments to all kinds of merchants.

Hence, technology advancement plays a major role in stimulating the adoption of E-Wallet. Malaysian government and companies have to invest much of their time and funds in developing a “universal wallet” as well as other complementary features that encourages E-Wallet adoption. One of the ideas that often being suggested by the community is to make E-Wallet universal by including the participations of micro merchants such as hawker-stall vendors and newsvendors. Such inclusion

would encourage ubiquitous adoption of E-Wallet. By that time, Malaysians can even use their smartphones to make payments for common goods such as fruits, newspaper or vegetables.

Security Requirements for Electronic Payment System

Despite the compliments and benefits above, E-Wallet and electronic payment systems face potential hazards especially in terms of cyber security issues. To be widely accepted as the universal payment method across the globe, E-Wallet has to pass the compliance standards so that it can be qualified as an efficient security protocol for online transactions.

Two common protocols that are often being adopted are Security Socket Layer Protocol (SSL) and Secure Electronic Transaction (SET). SSL is a more commonly used e-commerce transactions protocol and it works by encoding the entire session amongst computers so that it provides a safer communication protocol over the Internet. SSL encrypts the online communications between Web servers and a client by using public-key technology.

On the other hand, SET protocol works by preventing consumers' credit card numbers from traveling across the Internet entirely. Instead, it only allows pieces of the numbers to flow through web communications. SET also offers information integration, coding of sensitive information, and verification of all business data by using the latest technology such as digital signature and data coding.

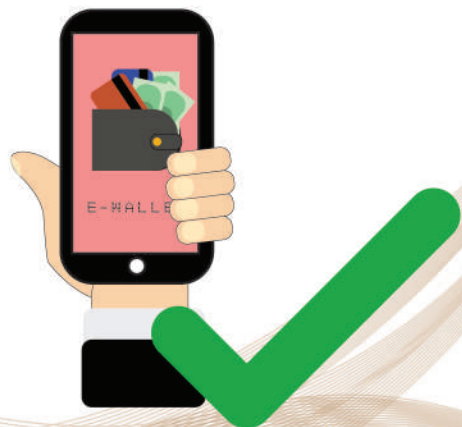
Generally, the introduction of mobile and electronic payment systems have caused the

proliferation of several security issues such as device cloning, application malwares, identity theft and etc. Several parties such as software developers, merchants and programmers are focusing on battling against those issues. Consequently, several new types of payment security systems have been developed. For example, tokenization, device and sim authentication, location patterns, user authentication including fingerprint authentication etc.

In overall the future of electronic payment systems still appear optimistic as better security systems will be introduced further in the future, to suppress the potential threats and risks of cyber security issues.

Conclusion

E-Wallet has become a global trend and it has influenced consumers in terms of their behaviours in shopping and purchasing. The newly developed security systems and solutions will further boost the adoption of E-Wallet. The convenience provided by E-Wallet and electronic payment systems will lead a tremendous growth in E-Wallet adoption rate in the forthcoming years. ■



电子钱包： 电子商务购物时代的开始

金钱或“货币”已是人类三千年历史中不可或缺的一部分。在金钱还未被发明之前，古代社会是用“易货贸易” (Barter System) 或统称“物物交换”来进行商务交易的。在16世纪之际，纸钞和硬币被广泛推行，人们开始弃用易货贸易的方式，而全面普及化金钱的概念。

但是，近年来科技迅速的发展让典型的纸钞和硬币出现了史无前例的变化。市面上推出了全新形式的“金钱”，如“密码货币” (Cryptocurrency 统称电子货币)，电子钱包 (E-Wallet)，并且开始受到大众的拥戴与支持。

什么是电子钱包？

电子钱包是电子商务购物活动中常用的支付工具。用户可在电子钱包内存放电子货币，如电子现金、电子零钱、电子信用卡等。用户通常需要在电子钱包服务系统中进行购物。电子商务活动中电子钱包的软件通常都是免费提供的。

电子钱包一个最重要的目的和使命是要让消费者和商家们能使用一个既经济实惠又方便完善的付费系统。电子钱包的其中一大好处是消费者和商家们可以利用智能手机处理金额极小的交易。电子钱包能在线 (Offline) 时处理交易和付费，因此它并不需要通过任何银行或财务机构。与需要

通过银行的信用卡和借记卡 (Debit Card) 相比，电子钱包省下了银行的行政工作费用，因此比信用卡和借记卡经济实惠得多。

电子钱包的未来

自推出以来，电子钱包便广受大众欢迎。在早期的统计与调查中，大众对电子钱包的使用率长期处在上升的阶段。虽然2016年10月的统计调查显示电子钱包使用率的上升暂时停顿了一阵子，但专家与经济学者仍对电子钱包的未来充满信心，并预测电子钱包使用率将持续上升。有一项统计调查显示大众对智能手机的使用率从2016年10月份的79%上升至2017年6月份的83%，这统计足以认证电子钱包未来的前景，因为智能手机使用率的上升将促进电子钱包使用率的上涨。

至于商家方面，50%的商家表示他们即将在未来的十二个月里更新他们的电子商务系统与平台 (POS & eCommerce Systems)，以方便推出更完善的电子钱包付费服务。

上述的统计资料展现了电子钱包未来的大好前景。因此，想要在电子钱包领域里大展宏图的商家们应对电子钱包此领域进行深层的资料收集，研究电子钱包用户的态度和购买行为，并积极探索电子钱包领域里的新商机。电子钱包市场里的现况复杂，不同的用户有他们使用电子钱包的个别原因。当然，许多电子钱包拥护者都是受早期使用者 (Early

Adopter) 所影响。因此, 研究电子钱包早期用户是商家们的当务之急。

电子钱包的推出让消费者们变得更精打细算, 也增强了他们的“消费智慧”。消费者见证了电子钱包的威力和效率, 开始对付费便利拥有更高的期许, 也对购物时的效率更有要求。譬如说, 消费者们见证了“电子点餐和送餐服务”(Digital Food Pickup & Delivery), 自行付费服务(Self-Service Payment System), 即时优惠券(Instant Coupons), 电子优惠回扣(Reward Redemptions) 等高效率的服务。因此, 商家们应好好利用大众对电子付费系统剧增的需求而开发更好更有效率的电子付费系统和电子购物模式。而要在电子付费系统里成功的一大要数便是要熟悉了解和研究消费者的兴趣, 态度和需求。

马来西亚电子钱包的市场

电子钱包已在马来西亚推出了蛮长的一段时间, 但其反应和效果仍属一般。直到阿里巴巴创办人, 马云在2017年3月份到访了马来西亚, 电子钱包才开始成为马来西亚人家喻户晓的话题。

在马来西亚, 最早期想要发展和研发电子钱包的公司为 Touch ‘n Go。后来, 电子钱包成功吸引了一群早期拥护者, 这也让许多马来西亚公司开始着手投资于电子钱包的研发, 其中一个例子为 MOL Global Inc.。

MOL在十六年前早已投身于电子付费服务。当时MOL开发了 MOL Points, 一个为网络游戏而打造的电子货币, 并通过便利店 7-Eleven 与全国销售。经历了这么多年的发展, MOL如今已与多家网络商家合作, 开创了一个接收现金和网络付费的平台。此外, MOL也推出了自身的电子钱包, 名为 One2Pay。现今, MOL正与7-Eleven合作推销 Alipay的电子钱

包付费服务。在全马来西亚拥有2100家商店的7-Eleven也因此成为了马来西亚第一个接受Alipay电子钱包付费服务的商家。

除了MOL之外, 另一家名为 ManagePay Systems Bhd的马来西亚上市公司也在去年推出了电子钱包服务, 名为 MPay Wallet。MPay Wallet的目标是要在2020年达到100万个用户。此电子钱包功能繁多, 它能让用户将他们的电子货币和银行卡存进智能手机。此外, 此电子钱包也提供服务如“用QR Code付费”服务, 上网购物服务, 电话充值服务等等。

除了商家, 马来西亚电子钱包领域也因为银行和大企业的参与而变得百花齐放。根据最近 UOB Kay Hian Holdings Limited的一项报告显示, 马来西亚国家银行(Bank Negara Malaysia)已于2017年6月30日发放电子货币准证(E-money Licence)给五家银行和二十三家企业。而 CIMB Bank, Maybank 和 RHB Bank便是当中推出了电子钱包的例子。他们分别推出了 CIMBPay, MaybankPay和 RHB Now。同时, 电信公司如Celcom-Axiata Bhd, Digi.Com Bhd和 Maxis Bhd以及航空公司 AirAsia Bhd也推出了他们自身的电子钱包。

虽然以上例子显示了马来西亚电子钱包的蓬勃发展, 但马来西亚大众普遍上仍对电子钱包的实用性存疑。而他们缺乏信心的主因是至今马来西亚仍没有一个能结合各种银行和商家的全面电子钱包。因此, 电子和科技发展成为了到底电子钱包能不能在马来西亚成功的主要因素。马来西亚政府和企业需要投资更多金钱, 时间和精力研发一个“全面电子钱包”, 并开发其他能让电子钱包变得更方便的科技。其中一个建议是电子钱包需要融合所有小市民和小商家如小贩和报摊等等, 这样马来西亚人在无时无刻, 无论是买菜, 买报纸, 买日常用品等时刻皆能使用电子钱包。

电子付费系统的安全需求

虽然电子钱包带来了许多好处与便利，但电子钱包与电子付费系统仍面对许多网络安全的问题与风险。若想让电子钱包成为一个全球广泛使用的付费媒介，电子钱包需要成为一个“安全并高效率的付费系统”。

目前电子钱包最常用的安全系统为两种，分别是 Security Socket Layer Protocol (SSL) 和 Secure Electronic Transaction (SET)。SSL是一个在网络付费世界里极普遍的安全系统。它通过编码系统来提供一个相对安全的网络付费平台。它把网络上网站和用户的交流通过“Public-key Technology”来加密和编码。

另一边厢，SET的一大功能是它能防止用户的信用卡号码在网络上流传。它把信用卡号码加密和重新编码，只让一小部分的号码在网络上流传。SET也通过技术如电子签名 (DigitalSignature) 和数据编码 (Data Coding) 来提供功能如信息整合 (Information Integration)，机密资料的编码 (Sensitive Information Coding) 和 生意数据验证 (Business Data Verification)。

纵观电子科技系统的领域，电子付费系统的研发间接造成了多种网络安全问题，如：设备复制 (Device Cloning)，恶意软件 (Application Malware)，资料与身份盗用 (Identity Theft) 等。商家，程序员与软件工程师正积极开发各种全新的安全系统以对抗网络安全问题，如：代号化系统 (Tokenization)，设备与SIM认证 (Device & SIM Authentication)，位置追踪与确认 (Location Patterns)，指纹认证 (Fingerprint authentication)。由于新的安全系统将会不断被开发和提升，因此整体来说电子付费系统的前景仍然看俏。

结论

电子钱包已成为了一个全球化的趋势，并强烈影响了消费者的消费与购物习惯。新晋的科技发展与网络安全系统将会更加刺激和带动电子钱包的发展。电子钱包与电子付费系统所带来的便利与效率将会在社会上引领一股非常大的“电子科技潮流”。■

LEAP Market

Taking SMEs to the Next Level

by Joeuena Chow

On 25th July 2017, Bursa Malaysia launched the Leading Entrepreneur Accelerator Platform (LEAP) Market as an efficient alternative funding platform for Malaysian Small and Medium-sized Enterprises (SME's).

What is LEAP Market

Leading Entrepreneur Accelerator Platform (LEAP) Market is a newly established market which aims to provide all companies fundraising access and visibility through capital markets. It is being set up to provide all companies a cost effective and efficient way to raise funds from qualified "Sophisticated Investors".

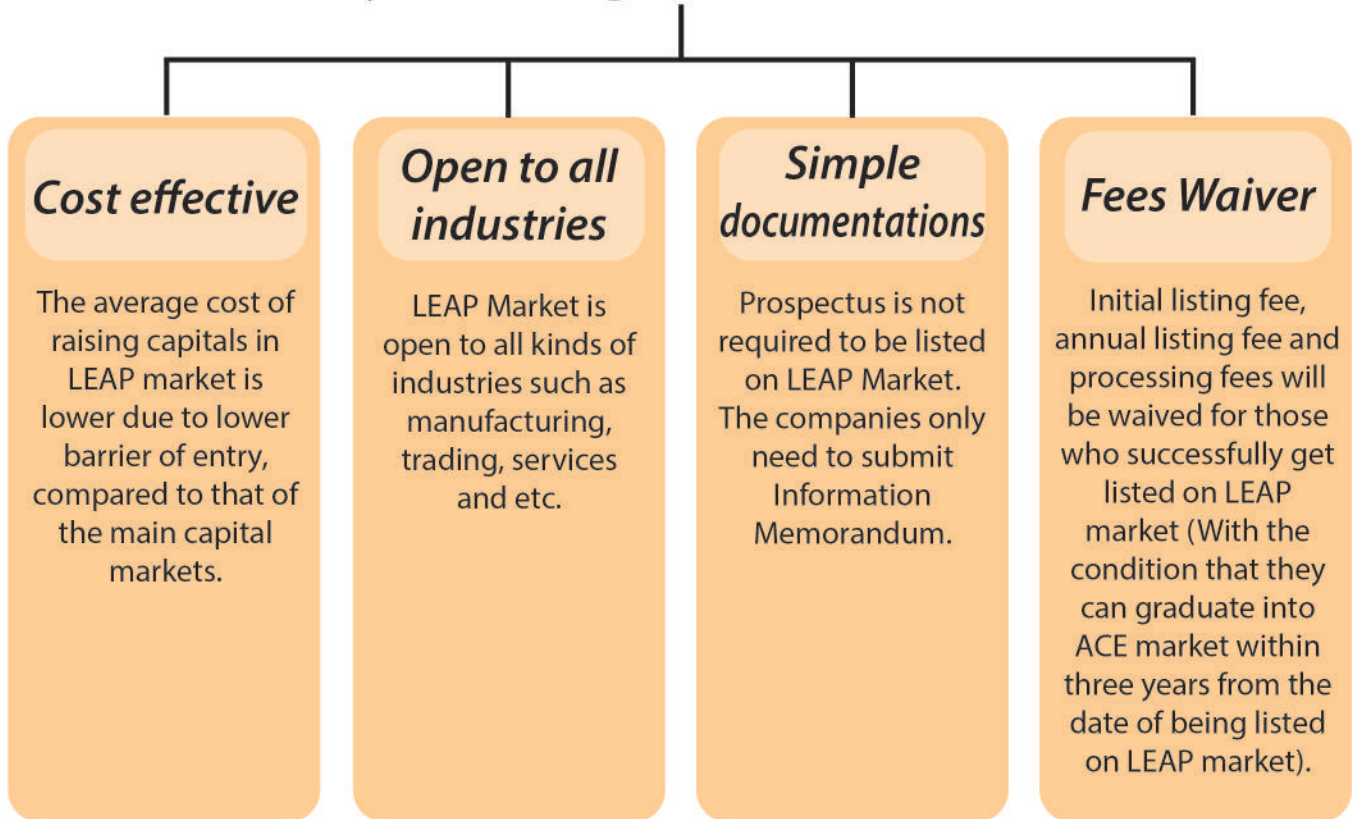
Objectives of LEAP Market

- To provide SME's an efficient alternative fundraising platform and to raise their fundraising visibility through capital markets
- To bridge funding gaps of SME's and to ease SME's in taking their businesses to the next level through fundraisings in capital markets
- To provide investors a new investable asset class which helps to broaden economic activities of SMEs

Key Features of LEAP Market

- Efficient, fast and transparent as a capital market
- The governing rules and regulations of LEAP Market are highly facilitative
- The cost of compliance is low

Key Advantages of LEAP Market



Drawbacks of LEAP Market

- 1) Fundraising in LEAP market is less liquid compared to that in ACE Market and Main Board Market.
- 2) LEAP Market is still in the infant stage hence it is subjected to possible changes and uncertainties.

Who can get listed on LEAP Market?

All public companies incorporated in Malaysia with a clear identifiable core business are eligible to get listed on LEAP Market. Locally incorporated companies and SMEs with foreign operations are eligible too.

The requirements for SMEs and companies to get listed on LEAP

- A public company incorporated in Malaysia
- Has clear identifiable core business
- 10% public shareholding spread (at the point of admission only)
- Meets the suitability assessment by an approved adviser

Who can invest in companies listed on LEAP Market?

According to Schedules 6 & 7 of the Capital Markets and Services Act 2007 ("CMSA") only Sophisticated Investors are permitted to invest in companies listed on LEAP market. The criterias to become a Sophisticated Investors are as follows:

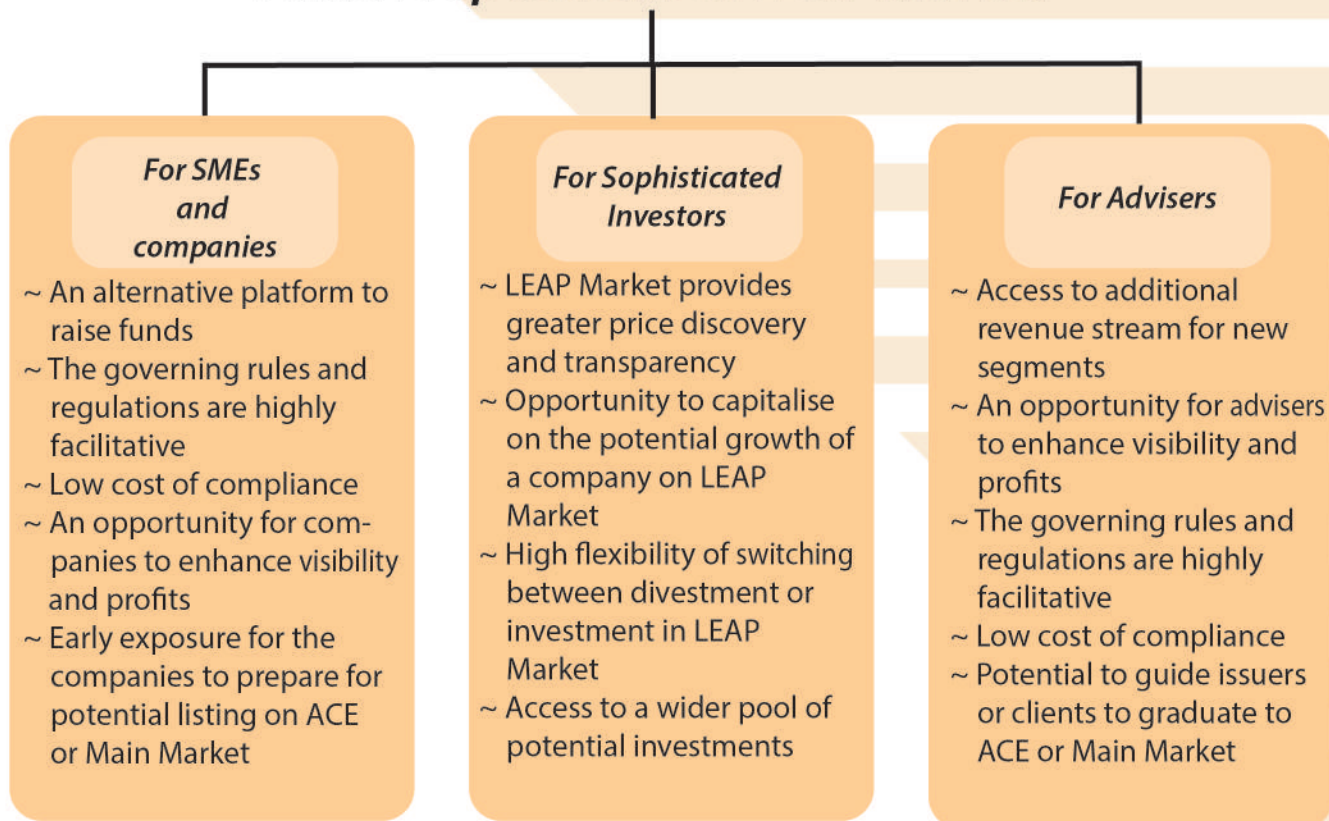
i) If the investor is an individual:

- Has at least RM3 million in total net personal assets, or
- Has an annual income of at least RM300,000, or a combined annual income between spouses of at least RM400,000

ii) If the investor is a Company/Partnership/Corporation:

- Has a total net asset of at least RM10 million, or
- Has a total net partnership of at least RM10 million
- Has a total net trust company of at least RM 10 million

Value Propositions of LEAP Market



Value Propositions of LEAP Market

Currently, 5 companies have successfully got listed on LEAP Market as shown below :-

Name of company	Date of listing	IPO
Cloudearon Group Berhad	3.10.2017	RM0.11
Red Ideas Holdings Berhad	8.11.2017	RM0.35
JM Education Group Berhad	8.2.2018	RM0.45
Metro Healthcare Berhad	26.2.2018	RM0.23
Nova Pharma Solutions	To be advised	RM0.20

as at 15.3.2018

In addition, companies that have shown substantial interests to be listed on LEAP Market are:-

- ~ Accent Wellness Global Sdn Bhd
- ~ Agrofresh International Group Sdn Bhd
- ~ East West One Group Sdn Bhd
- ~ Macfeam Sdn Bhd
- ~ Polymer Link Sdn Bhd
- ~ ProEight Sdn Bhd
- ~ Safetyware Sdn Bhd
- ~ Seers Marketing Sdn Bhd
- ~ Trustgate Berhad
- ~ Upstream Downstream Process & Services Sdn Bhd

There are 19 other companies which are interested and waiting to get listed on LEAP Market. We believe that there is no limitation cap to such number and there will be more companies getting listed on LEAP Market in due course.

Conclusion

LEAP Market provides an alternative platform and opportunities for SMEs to raise capital in a more efficient method for their continuous business growth. Moreover, LEAP Market compliments both Main Market and ACE Market by addressing funding gaps of SMEs. At the same time, it creates a wide range of new investment opportunities for investors in Malaysia. ■

LEAP市场

- 卓越企业家加速平台

马来西亚股票交易所于2017年7月25日正式推出“卓越企业家加速平台”(LEAP市场)，为中小型企业提供了新的替代融资平台。

翻译： Chan Lai Foon

什么是LEAP市场？

LEAP市场也被称为主板和第三板之后的新三板，为中小型企业提供筹资的新管道，并成为他们寻求上市的支援市场。LEAP市场也提供“尖端投资者(Sophisticated Investor)一个新的中小型企业投资平台，让他们的投资选项变得更广泛。

LEAP市场的主要宗旨：

- a) 为中小企业提供途径进入资本市场
- b) 为中小企业日后转至创业板或主板奠定稳定基础
- c) 提供投资者更宽泛的投资选项

LEAP市场的主要特点：

- ~ 高效率 and 高度透明化
- ~ 上市条例较宽松及方便
- ~ 上市成本较低

LEAP市场的优点：

- 1) 由于上市门槛较低，上市成本也相对较低
- 2) 开放给多种领域，如制造业，贸易业，服务业等
- 3) 简单的文件需求。公司无需提供盈利记录或经营历史，也无需提供招股书，只需提供资讯备忘录
- 4) 对于在LEAP市场上市的企业，如果3年内从LEAP市场晋升到创业板市场，上市的初始费用和处理费用将被免除。

LEAP市场的缺点：

- ~ 与创业板和主板比较，LEAP市场筹集资金的灵活性及流动性相对不足
- ~ LEAP市场仍处于起步阶段，存在不少变数

欲在LEAP市场上市的公司必须是：

- a) 在马来西亚成立的公司

b) 拥有并营运着清晰明了的生意

c) 在上市时拥有10%可以让大众购买的股份

d) 委任一名拥有马来西亚股票交易所 (Bursa Malaysia) 与马来西亚证券委员会 (Securities Commission) 认证的“合格顾问”(Approved Adviser)，并且通过“合格顾问”的标准审核检验 (Suitability Assessment)

谁能投资于 LEAP市场里的上市公司？

根据2007年大马资本市场及服务法令，只有“尖端投资者”才有资格投资于LEAP市场里的上市公司。“尖端投资者”的符合条件为：

i) 若投资者为个人：

a) 个人或夫妻净资产需超过300万令吉，或者

b) 个人年收入需超过30万令吉或夫妻总收入需超过40万令吉

ii) 若投资者为机构：必需拥有超过1000万令吉的净资产

LEAP市场的优势

A) 对于中小型企业而言：

- ~ 一个全新的替代融资平台
- ~ 较宽松的上市条例及较低的上市成本
- ~ 有助于提高企业形象，推动未来业务发展及提升盈利
- ~ 为中小型企业日后转至创业板或主板奠定了稳定基础

B) 对于“尖端投资者”而言：

- ~ LEAP市场的公司股票价值更加透明化
- ~ 能够尽早投资于具有巨大成长潜能的中小型企业，以在日后收获丰富投资盈利
- ~ LEAP市场让投资者更灵活地进行投资或撤资
- ~ 提供投资者更多潜在的投资机会

C) 对于合格顾问而言：

- ~ 提供咨询服务，从中获得商机，提高收入
- ~ 通过成功的案例，有助于打响名声及提升盈利
- ~ 协助LEAP企业晋升至创业板或主板

LEAP市场近况

至目前为止，5家企业已成功在LEAP市场上市：

公司名称	上市日期	上市价(IPO)
Cloudearon Group Berhad	3.10.2017	RM0.11
Red Ideas Holdings Berhad	8.11.2017	RM0.35
JM Education Group Berhad	8.2.2018	RM0.45
Metro Healthcare Berhad	26.2.2018	RM0.23
Nova Pharma Solutions	To be advised	RM0.20

除此之外，以下企业已表达欲在LEAP市场上市的意愿：

- ~ Accent Wellness Global Sdn Bhd
- ~ Agrofresh International Group Sdn Bhd
- ~ East West One Group Sdn Bhd
- ~ Macfeam Sdn Bhd
- ~ Polymer Link Sdn Bhd
- ~ ProEight Sdn Bhd
- ~ Safetyware Sdn Bhd
- ~ Seers Marketing Sdn Bhd
- ~ Trustgate Berhad
- ~ Upstream Downstream Process & Services Sdn Bhd

目前有19家企业已表达他们有意在LEAP市场上市。我们相信此数字将在未来持续增加，之前成功的例子将激励更多中小型企业申请于LEAP市场上市。

结论

LEAP市场提供中小型企业一个更具灵活性的融资管道，从而推动未来业务的发展，并且有助于企业日后进一步转向创业板或主板市场交易。它也提供大马投资者一个更多元化的投资平台。■

Annual Dinner 2017

Kuala Lumpur - School Night



Annual Dinner 2017

Johor - Flying to The Sky



Sabah - Oscars Night



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Sabah



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