

MEDIA KIT

Advertising Opportunities
2016





Bond Pricing Agency Malaysia (BPAM) is the world's only specialist in Ringgit-denominated bonds.

We combine market expertise and financial engineering knowledge to deliver innovative solutions for the fixed income market.

The Bond Pricing Agency is an initiative by the Securities Commission of Malaysia to further boost the transparency and quality of price discovery mechanisms and valuation practices in the Malaysian bond market. We are the only bond pricing agency registered with the Securities Commission Malaysia.

In 2001, the concept of a bond pricing agency was proposed as a component to revitalize the Malaysian bond market. Through extensive market study and dialogue with regulatory bodies, the company was incorporated in Sep 2004.

BPAM was officially appointed as Malaysia's first Bond Pricing Agency on 18th April 2006.

With this status, BPAM is recognized as one of the official sources for evaluated prices on MYR bonds.

BPAM's suite of solutions empowers investors in generating strategic decisions on portfolios and meets regulatory provisions.

Our flagship fair valuations are delivered to over 120 global and local institutions comprising unit trusts, asset managers, banks, insurers, trustees, regulatory agencies and bond issuers.

With BPAM's industry partners, we aggregate data and market intelligence from global/local research houses, media conglomerates, and brokerage firms onto a single intuitive platform.

BPAM proprietary yield curves and bond data are issued daily in financial publications locally.

OUR HISTORY

BPAM, under the name Bondweb Malaysia Sdn Bhd was incorporated on September 27, 2004 under the Malaysian Companies Act 1965.

It was registered as a Bond Pricing Agency (BPA) by the Securities Commission on April 28, 2006 and has met and exceeded the requirements as outlined in the Guideline on the Registration of Bond Pricing Agencies.

On September 15, 2008, Bondweb Malaysia Sdn Bhd changed its name to Bond Pricing Agency Malaysia Sdn Bhd (BPAM). The name change comes at a time when BPAM aims to consolidate its position as the pioneering bond pricing agency and further strengthen its position by focusing on its core business-evaluated bond pricing.

OUR MISSION

- To provide consistent and systematic bond fair valuation infrastructure for the Malaysian Fixed Income Market.
- To share our vast database of MYR bond data to all market players in a form optimized to local needs.
- To participate with the market in enhancing the standards of pricing, trading and structuring fixed income instruments.
- To provide a forum and platform for all market participants on market issues and news.

OUR PROMISE

BPAM now stands as the premier source of market-neutral evaluated prices and data on MYR bonds. Since 2005, we have built an enviable reputation of independence, accuracy and service, making us the first choice for fund managers, dealers, brokers and risk managers alike.

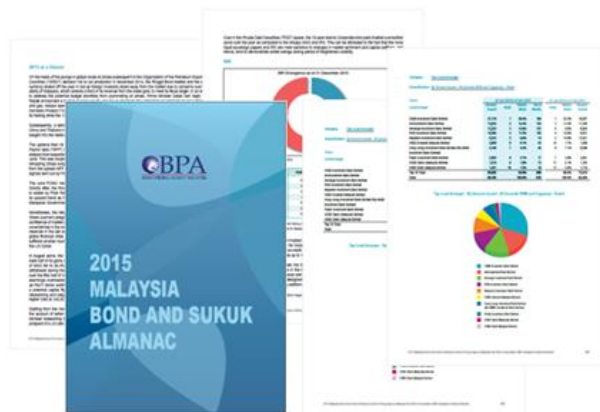
Through strict compliance with our own internal processes and standards and those of market regulators, our independence and objectivity remain the hallmarks of our works.

BPAM will continue to lead the way in providing cutting-edge solutions to meet the ever expanding valuation and data needs of market participants.

BPAM

Malaysia Bond And Sukuk Almanac

THE REFERENCE PUBLICATION FOR THE MALAYSIAN BOND MARKET



> 300 pages
> 70 charts

BPAM Malaysia Bond And Sukuk Almanac is an annual publication, intended to provide a summary of the most recent activities in the Malaysian Bond Market. The publication is a valuable source of information for bond issuers, regulators, media, researchers, academicians & government agencies. The information includes the Market Reviews, List of Bond/Issuers and League Tables (January-December).

Cumulative number of publications downloaded - 2446 (as of May 2015-April 2016).

HIGH & TARGETED EXPOSURE

- Exclusive sponsorship opportunity for your brand
- Develop potential market penetration for your business
- Reach targeted audience within the local and international business community particularly in the financial services industry
- To increase the visibility of your products and services
- To deliver more and better targeted results and drive maximum exposure for your business –
Download rate might increase due to BPAM Annual Bond Market Awards selection rules based on data set used: League Tables (January-December)
- Freely distributed online

SPECIFICATIONS

| Placements (4x – *Exclusive Sponsorship) | Trim Size | Resolution | File Type | Rates |
|---|-----------------------|------------------|---------------------------------|-------------|
| Full Page | 183mm (w) x 255mm (H) | 300DPI or higher | Adobe Illustrator/EPS/Photoshop | RM20,000.00 |

**Exclusive Sponsorship*

- Name and logo on BPAM Almanac cover
- 4 Pages of color advertisements
- Name in the footer on every page
- Publicity for BPAM Malaysia Bond And Sukuk Market Almanac

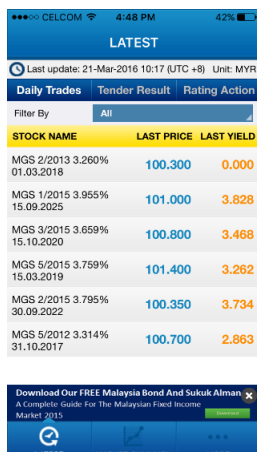
**BPAM reserves the right to reject or cancel for any reason at any time any advertisement without liability, even if previously acknowledge or accepted. In addition, BPAM reserves the right to remove any advertisement or portions of advertisement that its audience may find sensitive or objectionable.*

*** Please contact CEO's Office for more information. Price displayed exclude GST.*

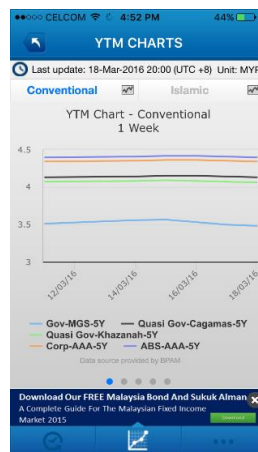
iBPAM v3.0



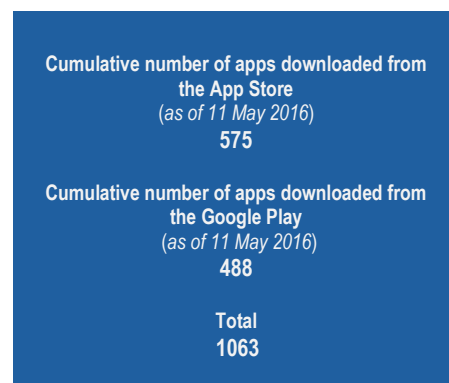
POP-UP AD



BOTTOM BANNER AD



BOTTOM BANNER AD



Mobile apps are changing the way brands connect with consumers and have the potential to boost a company's bottom line.

“New study from the mobile ad serving and tracking firm Medialets indicates, that they work better than many advertisers thought”

iBPAM is popular among the market players in the fixed income market. Its users are professionals from global and local institutions comprising amongst others unit trust companies, asset managers, banks, insurers, trustees, regulatory bodies and bond issuers. Use advertising options on iBPAM to target high net worth individuals 24/7 at work, at home or on the go.

SPECIFICATIONS

| *Placements (1x) | Files Required (pixel) | Max File Size | File Type | **Rates (Monthly) |
|---|------------------------|--------------------|------------|---|
| Pop-up Ad | 480 x 640 | < 512 KB | JPG or PNG | RM1500.00 |
| ***Bottom Banner Ad (Your banner will appear on all pages of the application. It can be linked to your website or any external sites of your choice) | 600 x 90 | < 30 KB | JPG or PNG | 1 st Display Ad RM800.00 2 nd Display Ad RM720.00 3 rd Display Ad RM640.00 4 th Display Ad RM560.00 5 th Display Ad RM480.00 |
| Pop-up & Bottom Banner Ad | 480 x 640 & 600 x 90 | < 512 KB & < 30 KB | JPG or PNG | 10% discount on the total rates for both advertising placements |

**Ad positions are subject to availability at time of confirmation. BPAM reserves the right to reject or cancel for any reason at any time any advertisement without liability, even if previously acknowledge or accepted. In addition, BPAM reserves the right to remove any advertisement or portions of advertisement that its readers may find sensitive or objectionable.

** Please contact CEO's Office for more information. Price displayed exclude GST.

*** Depending on demand your ad position may be upgraded to a higher rank at no additional charge.

PARTNERS



HARLOW'S & MGI SDN BHD (7585872-W)
(Licensed MoneyBrokers)



PDS Group
Philippine Dealing System Holdings Corp. & Subsidiaries

AMANAH BUTLER MALAYSIA
An Associate of MBF
An Associate of ICAP Pte.



CONTACT US

Bond Pricing Agency Malaysia Sdn Bhd
No. 17-8 & 19-8, The Boulevard, Mid Valley City
Lingkaran Syed Putra
59200 Kuala Lumpur

Aishah Mohammad
CEO's Office

DL : +603 2772 0814
GL : +603 2772 0899
Fax : +603 2772 0808

Email : ceooffice@bpam.com.my & aishah.mohammad@bpam.com

www.bpam.com.my

Connect With Us

