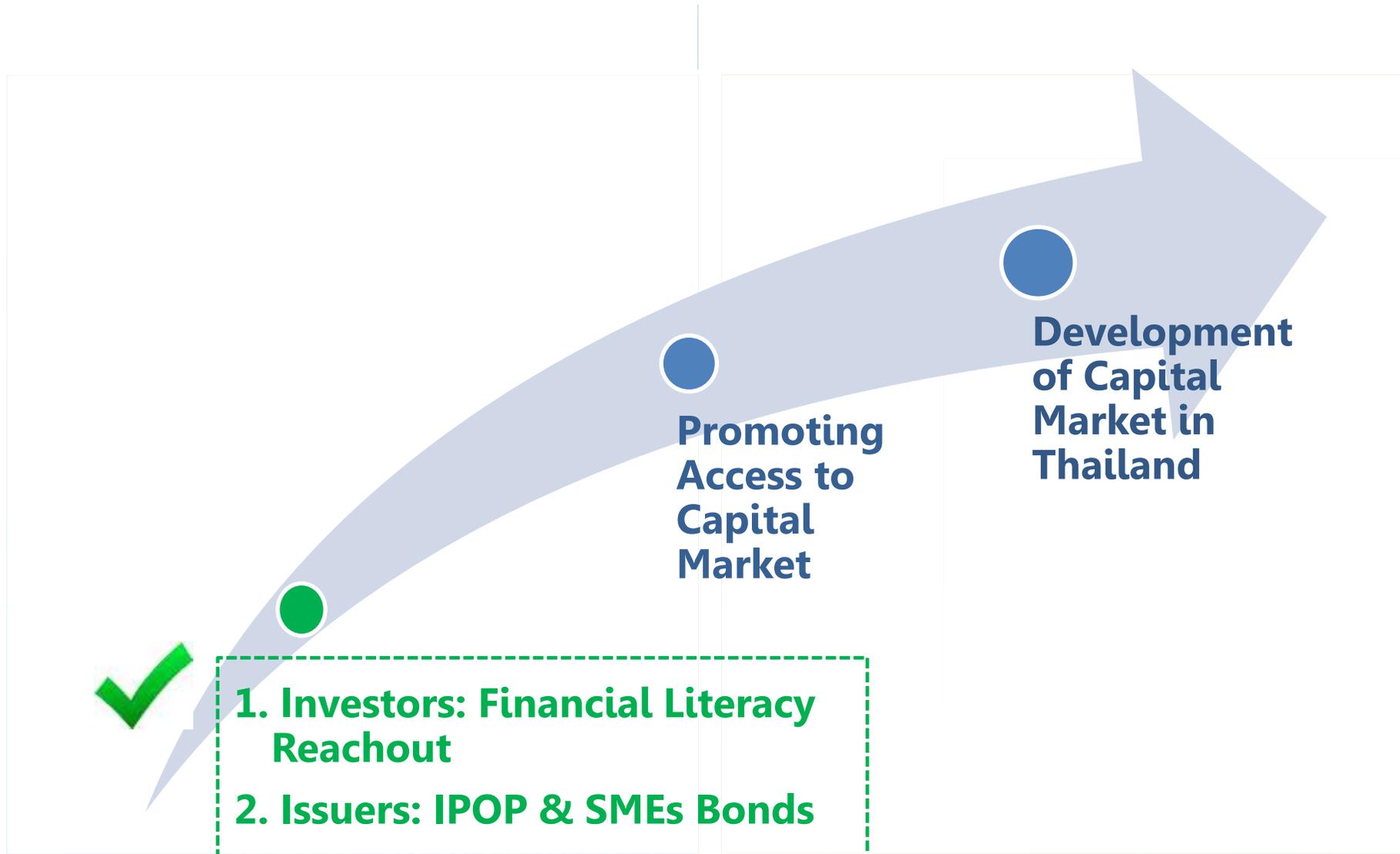


# Promoting Access to Capital Market by the SEC Thailand



presented by Nichaya Kosolwongse  
January 23, 2015

# Overview and Implementation



# Investors

## “Financial Literacy Reachout”



# Financial Literacy Reachout Programs



## Basic financial knowledge

- **Target Group**

- Workforce
- Senior-year students

- **Objective**

Raise awareness of target audience about the importance of money management

- **Key Message**

"how to earn, use, save and grow money"

## Investment knowledge

- **Target Group**

Potential & Existing investors

- **Objective**

Encourage target groups to invest for their future

- **Key Message**

"Investment is necessary for everyone and we should make investment that suits our risk profiles based on sufficient information"

# Executed Strategies



- cost effectiveness through various channels: new media, mass media, face-to-face activities
- plain and understandable language
- edutainment
- same content in different channels
- use of networking

# Education Channels



## New Media

[www.start-to-invest.com](http://www.start-to-invest.com)

Mobile App start-to-invest



The screenshot shows the website's homepage with a green header, navigation menu, a video player, a 'Start to invest... Start to be rich' banner, and a 'What's HOT!' section featuring app store availability, 'Must Read' articles, and TV appearances on 'Chris' and 'Tau Morning Star'. At the bottom are social media icons for Twitter, Facebook, and YouTube, along with a 'NEWSLETTER' sign-up button.



Two screenshots of the mobile app. The left one shows the main menu with options like 'Home', 'Start to Invest', 'Investment', and 'E-Newsletter'. The right one shows a 'สินค้าใหม่' (New Products) section with buttons for 'Home', 'Investment', and 'E-Newsletter'.

# Education Channels



**mass media**

Advertorial in lifestyle magazines  
"Money tips from your celebs"

Articles in business newspapers



Publications

# Education Channels



TV program

1-minute scoop "Start-to-Invest"  
in an English teaching program:  
"Chris Delivery"



Movie

Message tied in the movie  
"Super Salaryman" themed  
"Manage your life, manage  
your money"



# Education Channels



Sitcom

Message tied in a 3-minute sitcom "6-Scene Comedy"



Thai Folk Song

Message tied in the lyrics of Thai folk song performance



# Education Channels



Radio

Radio scoop "One Minute for A Better Life with the SEC" in the mid-day national news program



Cartoon

Video clip and in print

แมลงเม่า   
Malaeng-Mao Investor

วันที่หุ้นขึ้น

ว้าว  
ว้าว  
ว้าว

คึกคัก

โธ่...บอกให้ซื้อ  
ตั้งหลายวันแล้ว  
ไม่ยอมซื้อ

ว่า...ตกรถ

วันที่หุ้นทำ New high

วันนี้จะเอา  
ตัวไหนดี

ครึกครื้น

มีข่าวว่า  
งบ Q3 ดีมาก

เดี๋ยวกับเสร็จ  
ว่าจะแอบชวน  
ไปซื้อตัวอื่นเอา  
พอรู้ดหม่อม  
ดีกว่า

ตื่นเต้น

# Education Channels

## face-to-face activities

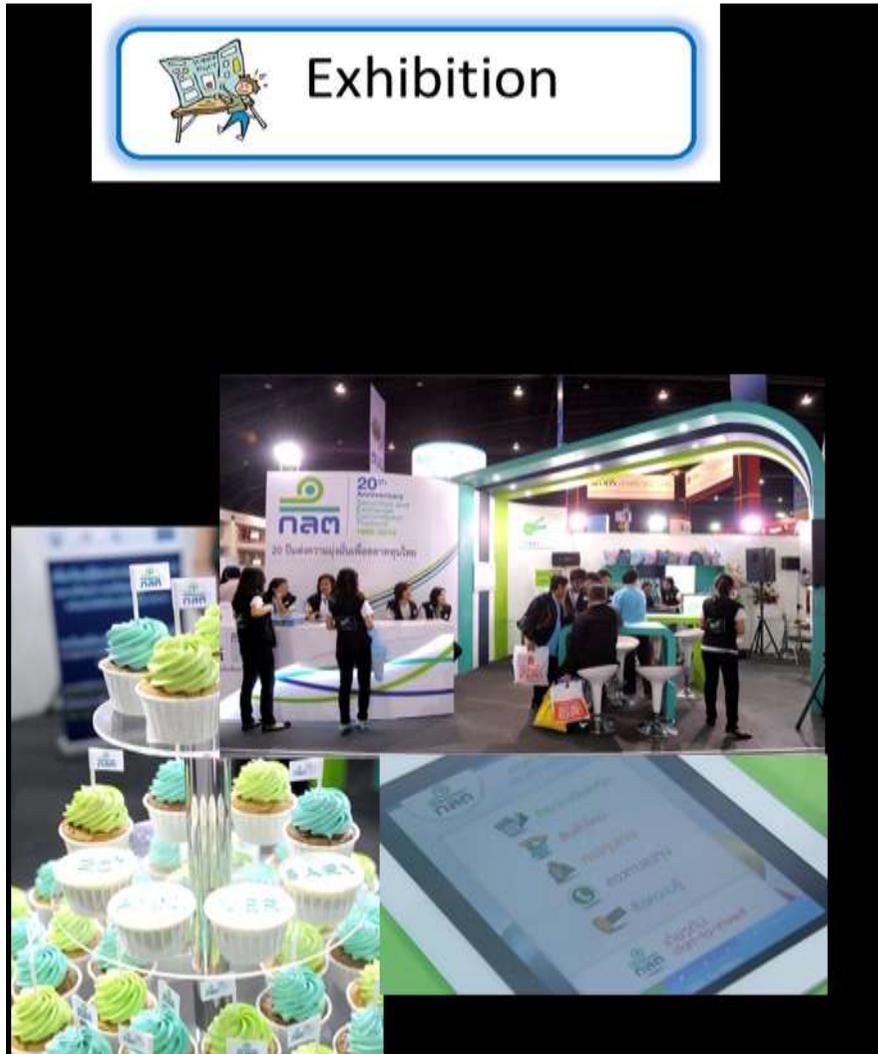


### talk show

Talk show featuring a famous comedian sharing money management experience



### Exhibition



# Education Channels: Upcoming Event



“The Money”, the first financial reality show ever, selected 12 participants from nationwide audition will compete for a winning prize of one million Baht  
(Press release on December 2014 and on-air in March 2015)



# Awards



## SET in the City

Outstanding Activities Award



## Money Expo

Best Booth Award



## Mobile App

ICT for Society Award



# Projects on hand



## “Financial Literacy in Workplace”

- To promote employees’ financial literacy and skills through programs organized by their employers
- Human resource unit will play a key role along with financial advocate (e.g. CFO) , getting the training to become financial instructors and working on knowledge transfer or activities in their organization
- SEC, with cooperation and assistance from alliances including ADB, prepare curriculum, form the courses and provide mentors to the employers participating in this project
- 168 organizations and companies (totaling 200,000 employees) have joined and assigned representative to attend training courses so far



# Projects on hand



## “A thousand Baht, Start a journey to your dream”

- To promote investment and saving discipline among working-age population
- Monthly investment in participated mutual funds at minimum 1,000 baht a month to reach their medium and long-term goals for retirement.
- 17 Asset management companies participated offering 58 mutual funds (comprising of equity funds, fixed income funds, mixed funds, and target date funds), investors can select the funds suitable to their risk appetite and their goals.
- Since launching project in March 2014, over 8,300 accounts investors opened with total value of investment 72 million baht.



# Issuers

## “IPOP and SMEs Bonds”



# IPO, Pride of Province Project (IPOP)



**“To encourage potential companies in countryside to raise fund in stock market with privileges”**

## Qualification of participants

- A company set up and operates in countryside (not in Bangkok)
- Track record in operating business at least two years
- Financial statement must comply with either –
  - Paid-in capital must be at least 20 million baht, or
  - Gain profit
- Provide advantages to their own province

## Privileges of joining the program

- Be able to attend training courses on capital market, fund raising and preparation for becoming a public traded company, and can seek advice on IPO and listing requirements from financial advisors, auditors, the SET and the SEC
- Receive the exemption of application fee for issuance of securities from the SEC and SET
- If obtained the SEC’s approval for going public within deadline, will be awarded a plate of honor.



**290 companies from 39 provinces participated , of which 27 companies (10%) already listed in Market for Alternative Investment (MAI)**

# SMEs Bonds



**“to facilitate fundraising for SMEs through Bond market with privileges”**

## Scope of the Program

Covering only plain bonds and bills which offered to II/ HNW investors or retail investors

## Qualification of participants

Companies with net assets (exclude land)  $\leq$  2 billion baht

## Privileges of joining the program

- joining the training courses to build the background in capital market and educate rules and regulations relating to bond issuance
- Get waived application fee for bond issuance approval and reduced submission fee for initial filing registration from Thai SEC
- Apply for rating bond with CRA at a lower cost



**- 97 companies, of which 57% are non-listed company, are participated in this program**  
**- Increase in demand for SMEs Bonds from AI funds**

# Thank you

