



Crowdfunding Seminar 2016

Sources of Financing, Legal Framework and Issuers' Offers

30 May 2016 (Monday), Concorde Hotel Kuala Lumpur

OBJECTIVES

This seminar aims to help you understand how to:

- analyse the different types of investments;
- seek available and viable crowdfunding options;
- raise funds through social media and with the crowdfunding platform providers;
- position your service/product appropriately to secure investor interest;
- expand your reach and engage the crowd to participate in your products/services.

WHO SHOULD ATTEND

- Accountants in SMEs
- Business Leaders
- Business Matchmakers
- CEOs & CFOs
- Directors
- Financial Managers/Executives
- Investors and Angel Investors
- Small Business Owners
- Small & Medium Practitioners

Malaysia is at the forefront of advocating on behalf of capital access and innovative finance in Asia, with six platforms already approved to operate here. The Securities Commission has established the Equity Crowdfunding Legal Framework to regulate and protect the interests of investors, companies and start-ups in obtaining market-based financing. This legal framework guidelines address the amount of capital that can be raised through crowdfunding.

Crowdfunding is projected to stimulate a healthy appetite for alternative market-based channels of financing, which traditional financial avenues cannot satisfactorily address. By bridging the divide between venture capital and more conventional methods of financing, multi-national companies are encouraged to set up operations in Malaysia. The approved platforms will list only quality companies through qualified matching, due diligence and proven methodologies; these will benefit investors by creating a win-win relationship to partake in the exciting returns of the company and will also encourage individuals and companies to present innovative ideas and bring them to fruition.

We bring to you the newest developments in crowdfunding and the experienced views of registered providers. They will share the latest global economic trend, their innovative approaches in equity crowdfunding and financial technology (Fintech), which combines 'finance' and 'technology' to provide innovative financial services.

FACILITATORS

**BRYAN CHUNG YEW PONG**

Bryan is the COO of CrowdPlus.asia, one of the 6 Securities Commission-licensed equity crowdfunding platform operators in Malaysia. He was a Partner

in Netrove Ventures Group, where he undertook corporate advisory exercises in the form of initial public offering, mergers and acquisitions and debt restructuring as well as venture capital investments and incubation of companies in the SEA region. Bryan graduated with Bachelor in Commerce (Accounting) and Honours in Banking & Finance from Monash University, Australia. He is a Fellow of CPA Australia, MIA and is a Certified Financial Planner (CFP).

**ANDREW HO THO KONG**

Andrew is a Partner of Nautilus Capital Asia. He has over 25 years experience in accounting, investment banking and private equity. Prior to founding

Nautilus Capital Asia, he had served as Acting CEO for Maybank Private Equity, and Director at Kenanga Investment Bank, where he developed the investment strategy for in-house private equity division and oversaw the investment banking office. He was also exposed to Venture Capital on the technology sector in the region while he was with Malaysia Venture Capital Company (MAVCAP) and Optixlab, the private equity division for UEM Group. Andrew honed holds an Accountancy degree from National University of Singapore and began his career with Arthur Andersen. He is a Chartered Accountant of Singapore and a Chartered Financial Analyst (CFA), and is actively involved as a volunteer for the various programmes administered by the CFA Institute.

**LIM JO YAN**

Jo Yan founded and heads the Corporate & Commercial Practice Group at MahWengKwai & Associates. He advises on mergers & acquisitions,

joint ventures, corporate governance, regulatory compliance and corporate and commercial transactions. He is particularly interested in private equity, venture capital, crowdfunding and fintech. After graduating from Oxford University, Jo Yan practised as a litigator before becoming an advisory and transactional lawyer. Passionate on finding solutions to legal issues, his work is recognised by the Legal 500, IFLR and AsiaLaw Profiles.

**LEO SHIMADA**

Leo is the Co-Founder and CEO of the Crowdo Group and Crowdo Malaysia Sdn Bhd. Crowdo is one of South East Asia's largest and longest running

Crowdfunding operators, and offers a full suite of Equity Crowdfunding and P2P Lending solutions. Leo has over 15 years experience in finance and technology across multiple markets in Asia including Japan, Malaysia, Indonesia, India, China and other parts of South East Asia. He has held senior positions at McKinsey & Co. and at a Fortune 500 company. Crowdo is licensed by both the Securities Commission Malaysia as well as the Monetary Authority of Singapore making it the first operator to have obtained multi-jurisdiction licensing. Leo obtained his MBA from INSEAD and holds a Law degree from Keio University. He is a recognised thought leader within the fintech industry and speaks regularly on business, financing, and entrepreneurship

**SAM SHAFIE**

Sam is CEO and Co-Founder of crowdfunding platform, pitchIN, and Founder of WatchTower and Friends

(WTF), a tech startup accelerator programme that also does pre-seed funding. Prior to this, he was in public service for 15 years, having served at the Attorney-General Chambers as a Deputy Public Prosecutor, the Securities Commission and the Malaysian Communications and Multimedia Commission. At pitchIN, he spearheaded the introducing crowdfunding in Malaysia, and pitchIN became one of the first 6 companies chosen and registered as a Recognised Market Operator for the purpose of offering Equity Crowdfunding.

**ANGELLD QUAH**

AngellD is Founder and CEO of Alix Global and co-founder of FundedByMe Malaysia. She has over 8 years of

entrepreneurship experience and international exposures in cross-culture, marketing strategy, and business model development. Prior to her entrepreneurship, she had 6 years of multinational working experience flying with Emirates Airlines as Leading Stewardess based in Dubai, Doha, China, and Thailand. A strong believer in professional enhancement, she is constantly involved in life-long learning projects. AngellD holds a diploma in Human Character Studies (Taiwan), and degrees in International Business Major in Marketing (UAE), Aviation Customer Service Management (UAE), and Bio-chemistry (Malaysia).

SEMINAR OUTLINE:

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| <p>8.00 am Registration & Welcome Refreshments</p> <p>9.10 am Business Motivation with Equity Crowdfunding Hub for ASEAN
As the first Equity Crowdfunding Platform in Malaysia, this session will share on why entrepreneurs should consider Equity Crowdfunding Financing (ECF) as a form of viable financing to inspire and reach Start-ups and Entrepreneurs.
Bryan Chung Yew Pong
<i>Chief Operating Officer, Propellar Crowdplus</i></p> <p>10.00 am Morning Refreshments</p> <p>10.30 am Engaging with Investors via Crowdfunding
Crowdfunding offers new avenues for Start-ups to tap funding from a wider pool of investors. Start-ups have to prepare to engage with crowdfunding to benefit from the changing funding landscape. This will require sufficient insights into the business idea, management team and execution plan. Likewise investors now have a direct form of engagement to invest in Start-ups which can be the 'next big thing'. This session will share that with a proper engagement model, stakeholders will be able to reap the benefits from crowdfunding.
Andrew Ho Tho Kong
<i>Partner, Nautilus Capital Asia</i></p> <p>11.20 am The Legal Framework of Equity Crowdfunding in Malaysia
As you seek to raise funds on the equity crowdfunding platform, this session will share why it is important to have an understanding of the regulatory parameters for issuers as well as the protection given to investors.
Lim Jo Yan
<i>Partner, MahWengKwai & Associates</i></p> <p>12.10 pm Lunch</p> | <p>1.30 pm Panel: The various equity crowdfunding platforms available to raise funds with issuers and proposed offers.
Equity Crowdfunding (ECF) and Peer to Peer (P2P) Financing
ECF and P2P Lending are key drivers in a new form of market based alternative financing which is rapidly spreading throughout the world. While more advanced in other part of the world such as the US and UK, major markets in the Asia Pacific region, especially Malaysia, are making headway in introducing these new forms of financing as a way especially to stimulate activity in the Small & Medium Size Enterprise Sectors. This session will focus on the attributes of ECF and P2P and how they are intended to benefit SMEs and Investors, as well as the unique challenges and opportunities they present in a market such as Malaysia.
Leo Shimada
<i>Co-founder and CEO, Crowdo</i></p> <p>2.10 pm Various models of Crowdfunding
Discover different approaches to crowdfunding. Also get insights on how the Angel Tax Incentive Network (MBAN) works as an eligible avenue for your investment.
Sam Shafie
<i>CEO & Co-Founder, PitchIN</i></p> <p>2.50 pm Innovation in Financial Technology (FinTech)
Fintech seeks to bridge gaps in the finance world and provide a platform for finance enthusiasts to build a Community that provides Content and Conferences to transform finance through design, innovation and entrepreneurship. Find out the internet penetration offers that are available for businesses in Malaysia.
AngellD Quah
<i>CEO and founder of Alix Global Sdn Bhd</i></p> <p>3.30 pm Questions & Answers Session</p> <p>4.30 pm Refreshments & Networking and End of Seminar</p> |
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PARTICIPANTS' DETAILS

Participant 1 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Membership No.:

Designation: Email:

Member Non-member Sponsored Staff¹
(Sponsoring MIA member's name & membership no.)

Participant 2 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Membership No.:

Designation: Email:

Member Non-member Sponsored Staff¹
(Sponsoring MIA member's name & membership no.)

Participant 3 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Membership No.:

Designation: Email:

Member Non-member Sponsored Staff¹
(Sponsoring MIA member's name & membership no.)

ORGANISATION'S DETAILS

Organisation:

Industry: Contact Person:

Address:

Email: Tel: Fax:

TAX INVOICE to be issued under:

Company

Individual Signature & Company Stamp:

PAYMENT DETAILS

Payment by Cheque

Bank & Cheque No.: Amount RM:

Payment by Credit Card Visa Master

Cardholder's Name:

Card No.: Expiry Date:

I Authorise Payment of RM:

Cardholder's Signature: Date:

Our programmes can be customised to meet your in-house training requirements. Please call for details.

PROGRAMME FEES

Member (MIA/CAANZ) | RM 477
Boardroom clients/ associates | RM 477
Member Firm's Staff
or Sponsored Staff¹ | RM 530
Non-member | RM 583

The above programme fee is inclusive of 6% GST.

30 May 2016 (Monday),
Concorde Hotel Kuala Lumpur

Contact : Nazrina
Tel : 03 2279 9291
Fax : 03 2273 5167
Email : sp@mia.org.my
Address : Malaysian Institute of Accountants
Dewan Akauntan,
No. 2, Jalan Tun Sambanthan 3
Brickfields, 50470 Kuala Lumpur
GST No. : 000955203584

Contact : Alex Lee
Tel : 03 7720 1139/1155
Fax : 03 7720 1111
Email : alex.lee@boardroomlimited.com
Address : Boardroom Corporate Services
(KL) Sdn Bhd
Lot 6.05, Level 6, KPMG Tower
8 First Avenue, Bandar Utama
47800 Petaling Jaya
Selangor Darul Ehsan

IMPORTANT NOTES:

Registration is on a first-come-first-served basis.
Only fully completed registration form will be processed.

TERMS & CONDITIONS

PROGRAMME FEE

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Fee includes course materials, lunch and 2 tea breaks per day.
- Full payment of the above amount shall be made within thirty (30) days from the date of the Payment Advice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

CANCELLATION/ TRANSFER

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.

- Written cancellation/ transfer received less than seven (7) days from the date of the event:
 - A refund (less administrative charge of 20%) will be made
 - Unpaid registrations will also be liable for 20% administrative charges
- Written cancellation/no show on the day of the programme:
 - No refund will be entertained
 - Unpaid registrations will also be liable for full payment of the registration fee
 - Partial cancellation is not allowed

You can substitute an alternate participant if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly.

***Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed after the registration is accepted. Terms and conditions apply.**

¹The Sponsored Staff must report directly to the sponsoring MIA member in his/her firm or company.

CERTIFICATE OF ATTENDANCE AND CPE HOURS

- Upon full attendance of the programme, participants will be issued an "E-certificate". Participants will receive an email with a download link and are required to download the e-certificate within 30 days. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.

DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arises. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.