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Thai bourse and partners enhance Digital Investors

BANGKOK, June 24, 2015 - The Stock Exchange of Thailand (SET) has joined hands with 27 leading securities firms to organize “SET-TFEX Digital Investor Fair 2015” for the fourth year, during June 25-28, to introduce cutting-edge tools, programs and applications enabling investors to be DI: Digital Investors to select quality stocks and invest by themselves.

SET President Kesara Manchusree said that today investors tended to use online tools and technologies, such as information search, online financial transactions and internet trading. During the past three years (from 2012-2014), the number of internet trading accounts has grown significantly by 83 percent, or an average of 28 percent per year. Currently, the number of internet trading accounts represented 75.1 percent of the total retail investor accounts, while the internet trading value was 65.3 percent of the total retail investor trading value, up 59 percent from at the end of 2014.

“Gearing towards the fifth decade to become the digital exchange, SET has set strategy to promote listed-companies’ fundraising and enhance post-trade services for securities business, responding to the digital era investment lifestyle. Specifically, SET has created two educational strategies to promote investment: firstly to develop “contents” and secondly to “link” investment knowledge with investors. Similarly to this strategy, the concept for this year’s event is “Digital Investors (DI)”, aiming at creating new investment trends and encouraging investors in the digital age to learn quality stock selection under the value investing style and trade stocks by themselves, while being able to use online tools to enhance investment. This is one of SET’s activities to connect investors to the investment world,” stated Kesara.

One of the event highlights is the “SET Digital Services”, a special zone to provide “Digital Experience” covering “1st Plan 1st Port”, a program for beginners to create first portfolio; a series of special seminars entitled “Digital Channel on Stage”, conducted by analysts and investment internet idols on 15 topics in all four days; “Stock Digital Showcase”, where 27 leading securities firms introduce various applications and programs for digital investment from stock selection techniques, fundamentals and technical stock analysis, algorithmic trading program and consultation catering to individual needs, ultimately to create wealth. Most conveniently, the investors can open their internet banking with four leading banks and open online securities trading accounts with securities firms right there in the event, as well as receiving “DI KIT”, a handbook providing information of applications and trading programs from all securities firms in the event.

The event will be held during June 25-28 at Central World shopping complex, downtown Bangkok. For more information, please visit www.set.or.th/digitalinvestor, SET Application or contact S-E-T Contact Center at 0 2229 2222.

SET “Towards the 5th Decade of Sustainable Wealth for Thais”

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