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Kenanga Investors

Ethical Challenges in Capital Markets

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**KENANGA
TOWER**

What is ETHICS

A system of moral principles that govern a person's behaviour or the conducting of an activity

Why ETHICS is important



Preserving Public Trust



Maintaining Market Integrity



Protecting Investor's Interests

2. Navigating Conflict of Interest



“It is essential for us to prioritise our clients’ interests above our own.....”

3. Transparency and Communication

“In today's fast-paced markets, advisers may be tempted to simplify complex financial instruments or understate risks to secure a sale.

However, this not only endangers clients but also damages our profession's reputation as a whole. We must prioritize educating our clients, ensuring they fully understand the products and risks they are engaging with...”



4. The Rise of ESG Investing

“.... Incorporate ESG factors into all aspects of financial planning.....”



“Sustainable financial planning that incorporates ESG criteria not only seeks to optimize financial returns aspects of financial planning..... integrating ESG factors into financial planning becomes increasingly vital for both ethical considerations and long-term viability in the global marketplace.”



5. Importance of Continue Education

“As we advance our careers, the landscape of finance is constantly evolving — new products, regulations, and market conditions emerge regularly.....”

6. Embracing Diversity and Inclusion

Diversity fosters creativity and a broader perspective in our planning practices. By embracing a diverse range of voices and experiences, we strengthen our ability to serve our clients effectively and ethically.



We must advocate for inclusivity while extending our services to a broader audience, empowering individuals and communities to participate in the financial markets.

7. Building a Culture of Ethics

“.....celebrating ethical behavior can create an environment where integrity thrives.”



In Conclusion



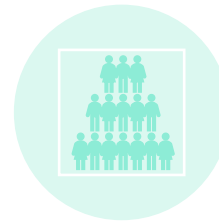
As financial professionals, we hold a crucial role in shaping the integrity and trustworthiness of our profession.



We must commit ourselves to ethical practices, prioritize our clients' interests, embrace transparency, and advocate for inclusivity.



Ethical behavior is the lifeblood of our profession, is not merely a compliance requirement; it is a fundamental aspect of our professional identity.



Be the stewards of trust in our profession.



By upholding high ethical standards, we not only protect our clients but contribute to building a resilient and trustworthy financial ecosystem.

An aerial photograph of a city skyline, likely Kuala Lumpur, Malaysia, featuring numerous high-rise buildings and a dense urban landscape. The image is overlaid with a teal color filter. On the left side, there are three white, stylized, overlapping shapes that resemble a large letter 'B' or a series of connected loops. On the right side, there are two white, stylized, overlapping shapes that resemble a large letter 'C' or a series of connected loops. The text 'kenanga' is centered in the middle of the image in a white, lowercase, sans-serif font. Below it, the text 'Kenanga Investors' is centered in a smaller, white, uppercase, sans-serif font.

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