

FEAS MARKETING TOOLKIT SUMMARY

FEAS Secretariat, 2019

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Purpose

The purpose of this project is to explore the influence and role of marketing in the process of raising awareness of capital markets industry. This project will not have a precise and definite answer about how modern marketing tools can have their impact on general capital market development, but it will give substantial tools and analysis of the usage of these tools in capital market and specific cases that succeeded with the help of these tools.

Unfortunately, in capital market industry there has been little if no in-depth research about how the usage of modern marketing tools can help increasing the awareness about capital markets in specific countries. By implementing a survey and analyzing its results this toolkit is, therefore, aiming to partially fill the gap left by research and possible analysis.

This Toolkit can be used by individuals working in FEAS Member companies, as well as by marketing teams working within these companies. You also can use the Toolkit in a workshop setting. These are just some suggestions for possible approaches to using its many resources. As some of the general tools can perfectly work for all the FEAS Members, some of them might not be appropriate. These are general tools and recommendations that our members can use, or, can approach FEAS Secretariat for individual approach and market research.

The FEAS Marketing Toolkits can help you expand your knowledge and build your marketing skill set with a comprehensive collection of interactive tools, templates and resources in a single location. This toolkit is not about your brand and your stock exchange, but rather, it's about the development of capital market industry in the first in the country, then in the region.

It will further analyze the importance of using common tools and tactics of marketing to make the audience informed about the company's work. This toolkit will help to attract new listed securities and enhance quality of listed companies based on the experience of several leader Stock Exchanges.

Focus groups

For this toolkit, three different focus groups are separated, the development of each will lead to the development of overall capital market. Activities set out by this project will address one the following three focus groups, with actions defined for each of them separately:

1. To attract new Investors, who can be:
 - general public with main focus on population with mid and high level of income, potential investor
 - students/youth as potential investors group in future – majoring in business, marketing, law
 - older generation – how to get spend their pension in order to get money
 - specialized investors and foreign institutional investors, both local and international
 - “IPO-able” companies: profitable companies with relevant shareholder structure market participants, investment service provider companies
2. Develop the overall visibility of already listed companies and other stakeholders, such as:
 - Issuers
 - Brokers
 - Regulators
 - Already Listed Companies in the Stock Exchange
3. The development of Stock Exchange’ Employees, which later on can be used as a tool to attract general public.

Message

Developing your financial situation through capital market, you develop the country!

The Capital Market’s development is important for the country’s economic growth, as the Capital Market is an integral tool for it. Strong and active market shapes the country’s well-being. Capital Market is convenient to your pocket and both you and your country can benefit from your investment.

The general tools mentioned in this toolkit will help enhancing the quality of listed companies in terms of marketing, attracting new investors through knowledge sharing, educating the general public and professionals, and strengthening all the stakeholders.

Tools

Digital Marketing

1. Website Development

Digital Business Card of your Company

2. Search Marketing

Visibility through search engines

3. App

Digital performance as a tool to *communicate* with possible investors and general public - Apps are one of the ways of doing so

4. Social Media (SM)

Tool to *reach* investors and general public with the help of social campaigns and social ads

Different countries have different trending channels.

5. Email Marketing

Email marketing as a tool for news and daily updates distribution, convert them to your website

6. Weekly Newsletter

Weekly Newsletters are great tool to make your customers and your audience informed about your daily work.

7. Annual Interactive Book/Report

Annual yearbook which will be easily found on the internet

8. Work with Influencers

Famous people in their respected industries for example are speaking about the benefits of investing in Bond Market.

9. Big Company names listed on your Exchange

Create digital/SM campaigns using the names of the big companies that are listed in your Exchange.

10. Handbook for foreign investors to trade on your SE

Detailed information about the benefits of investing in your exchange, which will be available on your website/app – Social Media campaign can be build based on this

Media

11. TV Programs

Guest on TV Programs – Using an ordinary language to reach the general public

12. Product Placement

Work with famous TV shows in your country, depending on the category of the program target either younger generation/students, or the opposite, older generation/pensioners

13. Local Media Coverage

- Media Articles
- Press Releases published on International journals

Outdoor Marketing

14. Billboards

Using a specific message about the benefits of investing

15. Your building

Your building can be a great advertising tool for you where you can put big banners of your listed companies. In this way it will not cost any money on your business.

16. International Organizations Membership

This is great opportunity to communicate with other Stock Exchanges and share the experience during the events and meetings. In this way the stock exchange gets an opportunity to reach potential investors.

Events

17. Local Trainings and Seminars

Choose a topic that is for high importance in your country and hold public events in your office. Your employees are your speakers, make in-house small trainings with your team and distribute the info on your SM Channels.

18. Be a part of international campaigns, such as:

- IOSCO Investor Week
- Global Money Week
- SSE Initiative: Ring the Bell for Gender Equality

19. Best Member Awards Ceremony

Develop a strategy, or, use FEAS Strategy, to define the best members among your market participants based on their transactions in Stock Market and in Fixed Income. Local event will be a great tool to raise awareness of your listed companies among general public. After your local ceremony, your best members will attend FEAS Champions League Award Ceremony, where they will get international publicity. The main purpose of this is to raise awareness about local participants and give the recognition opportunity during ConFEAS.

20. Company and Sport

- Sponsor Sport Teams

Think about becoming a general sponsor of a famous football club in your country.

- Lead Sponsor of Tournaments

Sponsoring famous sports tournaments can be a great opportunity to raise public awareness in the public. Chances are very high, that people who are interested in Sports, might be interested in Stock Market as well.

21. Institutions/University Students: Raising Public Awareness Program

Visit Universities and hold introductory training sessions for university students

22. Participation in International Events

Make a plan based on your budget before starting the year - FEAS Will provides the list of all industry events of the year.

23. Hosting International Event

To promote the attractiveness of listed companies among foreign investors

24. Educate your employees

Your employees are your company's face. Educated employees can be your business ambassadors and can attract potential investors in the general public.

Merchandise

Create your brand merchandise and be sure to take these items with you during the business meetings/event. You can also give these items as a gift to your company's visitors and international guests. With branded merchandise products you make your customers become your own brand advocates.

***Remember, You are your Brand**

Common representation of brand is not only the job of branding experts or marketers, everyone in the office must be aware of minimum branding requirements of the company. Creating a brand book and distributing this among your employees can be a good start of strengthening your brand identity.



The Stock Exchange of Thailand

Marketing Case Study on The Stock Exchange of Thailand (SET)

To Make the Capital Market “Work” for Everyone

About

The Stock Exchange of Thailand has a specific development strategy which is considering not only the development of capital market industry, but developing the overall country's economy through capital market tools and features. This specific goal lead the SET to become one of the most innovative and fast-developing stock exchanges. The specific strategy implemented by stock exchange targets the development of listed companies, attracting potential investor both from local and international markets, educating company's employees. Starting from 2016 SET maintained its important role in promoting the growth of business and investors.

This case study is based on SET's recent development for the years of 2015-2019. The main goal of the Stock Exchange is to reach the developed economy and become the leading stock exchange in the region, moving toward Sustainability. Thus, SET uses several marketing tools both online and offline to reach these goals.

Introduction of SET

In 1961, Thailand implemented its first five-year National Economic and Social Development Plan to promote economic growth and stability as well as to develop the people's standard of living. Subsequently, the Second National Economic and Social Development Plan (1967–1971) proposed the establishment of Thailand's first securities market to play the vital role of mobilizing capital to support the nation's economic and industrial development.

The modern era of the Thai capital market can be divided into two phases, beginning with the Bangkok Stock Exchange, which was privately owned, and followed by the Securities Exchange of Thailand.

Mission, Vision

The Capital Market is an integral tool for economic growth, and should not be privileged to only some.

Hence we work hard to ensure the capital market benefits all stakeholders both directly and indirectly.

We believe that good business growth will lead to national strength and this in turn leads to the betterment of society. This is what we envision and are committed to.

Long-Term Strategic Goal

SET seeks continually integrate sustainable development into its business processes to advance the development of the Thai capital market. SET has set out the long-term strategic goal emphasizing on sustainable growth, and has aimed at achieving three vital targets by 2020, which are:

- 1) Growing equity market with quality to support the development of Thai economy,
- 2) Enhancing liquidity as well as investors' knowledge in derivatives market,
- 3) Providing various investment products and services with world-class standard.

SET Year 2015 in Review

Slogan – *Towards the 5th Decade of Sustainable Growth*

1. Digitalization

- In 2015, SET fully entered the digital era by launching a digital listing service (Digital IPO)
- Developed the website, to make all information for stakeholders and potential investors in one place
- Developed “SET Application” for phones and gadgets. The company’s job was mainly related to developing products and services, mainly this year was about Embracing Digital System, Digitalization
- Strategy to engage with foreign investors through GMS Connector in business among Greater Mekong Subregion (GMS) countries, cooperation and capital market’s knowledge-based activities among GMS countries.

**In 2015 – two Vietnamese companies were listed on SET*

2. Growing Sustainability

- Developing Corporate Governance (CG) – the Organization for Economic Co-operation and Development (OECD), the Office of the Securities and Exchange Commission (SEC) and the Thai Institute of Directors Association (IOD) organized 2015 OECD-Asian Roundtable on Corporate Governance participated by over 150 senior managers.

- Promoting ESG Knowledge

SET Sustainability Award - were presented to nine companies for their outstanding performances in Sustainability development, and SET Social Enterprise Investment Awards were presented to four listed companies to encourage participating in Social Enterprise investment.

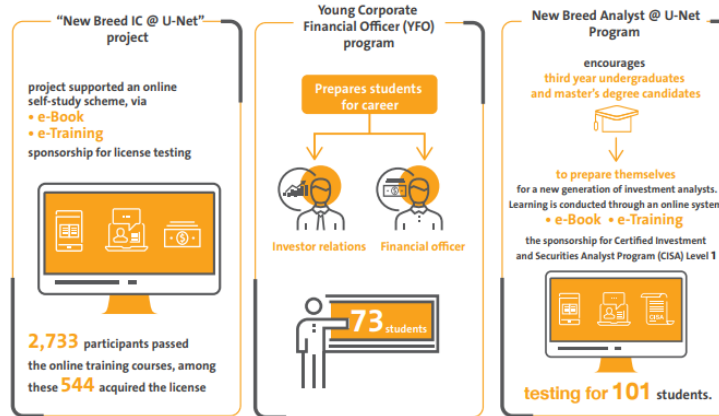


3. Education

- SET Organized a training program called “Strategic CFO in Capital Markets”
- Training of Certified Investment and Securities Analyst (CISA) qualification, scholarship program for training and testing of CISA 1

- SET cooperated with various associations and 26 universities to encourage students prepare themselves for capital market career to develop investment consulting personnel with 755 students participating in this.

- “The Young Corporate Financial Officer (YFO)” for financial and IR officer professions with 75 students participating in this.



4. *Developing Quality of Investors and General Public*

- "Money Matters Need Planning: rethink and become wealthy" program in order to campaign awareness of financial planning and wealth creation among career people in government service, state enterprises and private organizations all over the country. The program reached more than 2.3 million target groups both offline and online channels.
- Creating **INVESTORY** – investment museum to serve as a one-stop investment knowledge center covering financial and investment planning



- Organizing Capital Market Research forum for capital market experts, researchers, as well as general public, lecturers to discuss and present their researches.

SET Year 2016 in Review Slogan – *You Grow We Groom*

1. *Promoting Startups, Education*

- In 2016, SET focused on promoting startup businesses to get connected with the startup ecosystem consisting of investors and sponsors from both public and private sectors, by establishing a web portal platform at <https://new.set.or.th> through the launch of the “*New Economic Warrior*” project. There were 607 startups signed up for the web portal by the end of 2016, including 64 investors and 120 supporters from both public and private sectors. This web portal was granted Startup Enabler of the Year 2016.



- The “IT Future for Listed Company” project aimed at providing IT trends for listed companies in paving the way towards digital era and for business development. A total of 200 participants from over 100 companies attended this event.
- In 2016, SET initiated an Entrepreneurial Education Department for the first time, as a knowledge center for the business sector while strengthening startups to grow substantially for the Thai economic foundation, in accordance with the government’s 4.0 policy. More than 1,500 participants joined these activities.
- “SET Startup Teacher” training program aimed at providing startup business management for university lecturers to understand the lean business concept and steps to operate startups, so as to transfer this knowledge to students. Lecturers from 19 universities in the SET network participated in this program.
- “Capital Market: SET Your Growth, Create Your Value and Wealth”, a new course, aimed at preparing entrepreneurs in expanding their businesses via the capital market, in cooperation with the Thai Credit Guarantee Corporation (TCG), by providing knowledge about sustainable business amid rapid changes in the current economic and social surrounding. A total of 18 entrepreneurs attended this event.

#InvestNow Campaign

“#Investnow” campaign aims at promoting the importance of investment and encouraging investors to start now in order to create wealth and happy retirement. Emphasis has been placed on education via online channels that reach target groups widely, including cooperation with securities companies in organizing roadshows to educate investors both in Bangkok, and urban areas of key provinces.



- SET has allocated a spacious area for integrated investment learning in the SET building, comprising **Maruey Library** and **INVESTORY**. Maruey Library, in particular, has been upgraded as a leading capital market library in the country, featuring Capital Market Knowledge Digital Library. The Maruey eLibrary is connected to other 20 libraries with SET Corner for a quick and easy access to investment knowledge among investors in various provinces. In 2016, Maruey Library won an outstanding theme library award - private sector category from the Thai Library Association (TLA) under the Royal Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn. Over 250,000 visitors have used the library's services for investment information.

INVESTORY: On January 4, 2016, SET launched INVESTORY as the first investment discovery museum in Thailand, a new learning dimension to instill discipline and create savings and investment inspiration among youth and the public (Inspire to Invest). INVESTORY features a story through a Money Monster (financial devil) and SET Heroes (financial experts). Both characters will enable visitors to learn about financial planning and discover appropriate investment alternatives. Visitors can acquire investment experience in a virtual stock market simulation under historical data on prices and situations. There were over 35,000 visitors in the first year. SET also organized mobile exhibitions at 15 educational institutions, with over 40,000 students participating in the activities.



- In 2016, SET cooperated with the country’s IT specialists – the National Electronics and Computer Technology Center (NECTEC) in studying blockchain technology and conducting a feasibility study in developing a trading platform for startups in order to apply new technology for business development in the Thai capital market.

Technology development

- New features on SET application on Android and iOS, such as Notification Center for significant information real-time alerts and Live Chat for communications with SET, in addition to telephone and e-mail. By the end of December 2016, the application downloads totaled 270,000.
- A LINE Official Account “SET Thailand” has been created as an additional channel for information monitoring on top of the existing channels: Facebook, Twitter and YouTube. By the end of 2016, there were over 105,000 followers of “SET Thailand” LINE account.

International Events

- SET hosted IR Magazine Award for the first time in Thailand in order to exchange views with foreign institutional investors and promote greater recognition of capability of the Thai listed firms. The Thai firms received 14 out of 24 awards the highest number of awards, reaffirming their leading quality in the region.

- SET hosted the Asian and Oceanian Stock Exchange Federation (AOSEF), a venue for discussion about major development of stock markets and capital market direction, which will move forward economic growth in each country.
- SET hosted the Association of National Numbering Agencies (ANNA)'s General Meeting 2016, with opportunity to showcase the Thai capital prominence among financial organizations around the globe.

In 2016, SET revised its vision statement, as a roadmap that leads to the future, as “To Make the Capital Market ‘Work’ for Everyone”, aiming to promote the capital market as a major mechanism to sustainably drive the economy as a whole, and render benefits to all sectors in society.

SET Year 2017 in Review
Slogan – *Make it Work for Everyone*

Events

- SET alongside with its partners organized Thailand Focus 2017 conference under the theme “Establishing the New Engine”.
- **#InvestNow** for office people and **#InvestNow** Roadshow to educate working people about investing

Digital Platforms Development

SETS online channel is another important means to reach investors and the public. SET is actively working to add new channels, new contents and new futures to attract more investors in digital age. Improving two websites:

- SET started actively working on Social Media development, running channels on Facebook, Youtube, LINE Official and Twitter.
- APP – 500.000 Time downloaded
- SET Digital Education Platform – In 2017, the website received 11 million views.

“In addition to the efficiency in providing investment information, technology also plays an important role in promoting investment and financial management education.”



Projects to Attract General Public and Potential Investors

- They started a new project “Happy Money, Happy Retirement” under the slogan “Happy retirement can be a reality”. SET encourages company employees to invest through Employee’s Choice, a provident fund plan tailored for them. Activities include roadshows to educate employees in various organizations. Over 700.000 employees in 190 organizations gained this knowledge; overall the project’s learning media reached 3.3 million people among the target groups.

- Launching the innovative FundConnex, a technology-enabled fund service platform to process buying and selling of mutual fund orders, enabling the public to access and invest in mutual funds.

- In order to expand the opportunities for foreign investors, SET realizes the importance of intermediaries as a key mechanism that keeps investors connected and has continuously worked to enhance knowledge of intermediaries’ employees through various trainings and workshops.



International Recognition

-SET signed a memorandum of understanding (MOU) with the Oslo Stock Exchange in Norway and Chittagong Stock Exchange (CSE) in Bangladesh to link capital market development, expand business opportunities, promote foreign securities listings, and develop products and services for the future benefit of both capital markets.

Throughout 2017, The Stock Exchange of Thailand has grown with outstanding performance in both quality and quantity, standing out as a regional leader. SET adheres to the vision "To Make the Capital Market 'Work' for Everyone" in order to create sustainable growth for the economy, society, and country. In 2018, SET will move forward in developing the Thai capital market through the utilization of innovation and technology. According to the 3-year strategic framework (2018–2020), SET will continue to grow continuously based on quality and sustainability to achieve the SET vision: "Towards Sustainable Growth with Innovation."

SET Year 2018 in Review

Slogan – *Make it Work for Everyone*

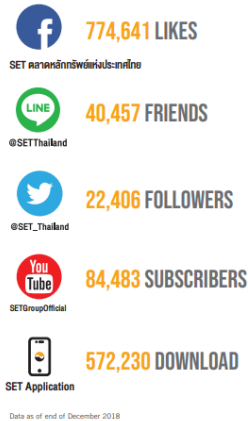
Development of Already Existed Projects

-Startups and SMEs are the foundation of Thailand's long-term economic development. SET has therefore created a new access to capital for startups and SMEs through the LiVE platform, which is a market platform for investors with risk-tolerance prospects. More than 150 business operators have expressed their interest and registered on this digital platform.

- SET reached out to educational institutions through "INVESTORY Mobile Exhibition on School" at 15 schools attended by 44,860 students to learn about savings and personal finance.

- Maruey Knowledge & Resource Center has upgraded the services moving toward a digital library via "Maruey eLibrary" application which was launched to provide access on investment knowledge anywhere and anytime. A total of 896,484 visitors have used the library facilities and digital library services. In addition, 42,598 investors and general public have studied about savings and investment via SET e-Learning with over 17 million views via SET website to learn about investment.

- Growing Social Media platforms, reaching the target audience through different channels. Here is SET's social media statistics as of December 2018



-Going towards the goal of becoming a role model in sustainability.

Membership in International Organizations

- **Asian and Oceanian Stock Exchanges Federation (AOSEF):** SET joined as full member in 1982.
- **International Organization of Securities Commissions (IOSCO):** SET became a full member in 1990. With the establishment of the Securities and Exchange Commission (SEC) in 1992, SEC assumed the status of full member and SET became an affiliate member.
- **World Federation of Exchanges (WFE):** SET joined as full member in 1990.
- **UN Sustainable Stock Exchanges Initiative:** SET became a member in 2014.

Internal Company Development

The “SET DNA” activities are organized all year round to promote the 5 Organizational Values : **Leadership-Proactive-Proficient-Partnership-Sustainable.**

In developing its employees, SET aims at creating, recruiting, developing and retaining potential personnel for future growth. It is vital for staff to support business and take a lead in the regional capital markets in a sustainable manner, through different types of human resource management and development, as follows:

- **Leadership Development Program:** It aims at developing future leaders, which has been implemented since 2010. In 2016, emphasis was mainly placed on communication skills.

- **Succession Plan for Senior Executives:** It is a continuous preparation process for the organization. Emphasis has been placed on the development of successor under Individual Development Plan (IDP).
- **Job Rotation:** It emphasizes job rotation within and across divisions, allowing personnel to gain knowledge, skill and capability to work in a broader scope.
 - **Performance Management:** There is a clear performance management system linked with the organizational targets. The SET President has the KPI that links with the corporate targets, which will be cascaded down to the executives and individual employees, respectively. The KPI is also linked with performance-based compensation for each employee.
- **Scholarships Program for Master's and Doctorate Degrees for Employees:** It enables employees to upgrade their knowledge and capability, as well as application of new technology and innovations for organizational development. The program comprises one scholarship for Ph.D. study and four scholarships for MBA studies and Computer Science.
 - **SET Trip Program:** It is a team-building camp full of activities for employees and executives to synergize and build team working spirit.
 - **SET promotes internal communications via different channels,** such as joint meeting of executives at different levels, town hall meeting, and knowledge sharing for employees, including the regular informal meetings among employees and executives, etc. These include online communication channels, such as intranet and introduction of a Yammer program to create social media platform for knowledge sharing among executives and employees, including the establishment of SET Eng Society in Yammer to develop English language skills.

Employee engagement increased to 74% in 2017, higher than the previous year, and higher than the average ratio of leading organizations in Thailand.

Total Revenue Increased in SET from 2015-2018 and the highest number of the Active Investors was in 2017.

