

Press Release

## Affin Hwang Capital Supports Mid-Tier Companies through CMM's Elevate Programme



- Affin Hwang Capital supports Capital Markets Malaysia's (CMM) efforts in helping Malaysian Mid-Tier Companies (MTCs) grow their businesses to the next level.
- Affin Hwang Capital is the first financial institution in Malaysia to collaborate with CMM to promote its ELEVATE Programme to MTCs.

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**KUALA LUMPUR, 4 May 2021** – Affin Hwang Capital supports the efforts of Capital Markets Malaysia (CMM) to help Malaysian MTCs grow their businesses to the next level by providing guidance on business redesign strategies, fundraising models, and access to financing through the capital market in the current challenging economic environment.

MTCs are classified as companies with a turnover of RM50 million per annum in manufacturing and RM 20 million in service industries.

To support this initiative, Affin Hwang Capital and Affin Bank Berhad Enterprise Banking clients were invited to participate in CMM's ELEVATE program. This strategic collaboration strives to provide a streamlined and seamless journey for MTCs to enhance their understanding and knowledge before embarking on an eventual IPO listing.

Affin Hwang Capital is honoured to be the first financial institution in Malaysia selected by CMM to be the preferred Investment Bank for their ELEVATE program. Launched in July, 2020, ELEVATE is a comprehensive 12-month programme tailored for MTCs which are interested to grow their business through a successful capital raising exercise.

As announced recently by the Securities Commission, there are some 30 companies targeting to be listed in 2021. The recent success of Mr. DIY Group's IPO also boosted confidence and optimism in the local IPO market. Despite the disruptions faced by local businesses and the economy due to the COVID-19 pandemic and global movement control orders, Deloitte has reported heightened interest and enquiries on IPOs and capital market offerings.

According to Mona Suraya Kamaruddin, Group Managing Director of Affin Hwang Capital, "A successful IPO listing is a culmination of a proper strategy, getting the right advice and management's steadfast determination and preparation efforts. However, some may need the guidance and know-how in taking that journey. We are confident that this program will prove to be most beneficial to our clients who are taking that first step towards fulfilling their IPO aspirations."

"CMM's Elevate Programme is designed to provide Malaysian businesses with the tools and expertise to professionalise their business and become investment ready for fund raising through the capital market. We are very pleased to welcome Affin Hwang Capital's clients to this programme as they embark on their fund raising journey" said Zalina Shamsudin, General Manager of CMM.

Affin Hwang Capital has the expertise and resources to raise funds for enterprises through the capital markets. Its areas of expert financial advice cover a complete suite of Investment Banking services via both the Equity and Debt markets:

- **Our Corporate Finance** Team undertakes complex, high profile advisory and capital markets transactions encompassing mergers and acquisitions (M&A), corporate and debt restructuring, initial public offerings (IPOs), equity fund raising and independent advisory opinions.
- **Our Equity Capital Markets** Team works seamlessly with our Institutional and Retail securities sales teams to distribute and underwrite IPO's, private placements rights issues and other equity related exercises.

- **Our Debt and Capital Markets** Team advises and structures debt fund raising via the issuance of Private Debt Securities (PDS), Exchangeable and Convertible Bonds, Commercial Papers, Medium Term Notes, Sukuk's and Asset Backed Securities. Its services also include arrangement of loan syndications and club deals.
- **Our Structured Lending** Team provides financing in conjunction with Corporate Finance advisory as well as Debt and Capital Markets activities. This includes provision of bridging loans, underwriting of Commercial Papers and participation in loan syndications, club deals and unrated PDS plus undertaking agency roles such as Facility Agent, Security Agent, Escrow Agent, Paying Agent and Monitoring Agent.

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**Photos & Images:**



**Event backdrop**

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**Mona Suraya Kamaruddin**

Group Managing Director, Affin Hwang Capital

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## ABOUT AFFIN HWANG CAPITAL

Affin Hwang Capital is a leading investment banking, securities, asset management and trustee group in Malaysia.

Founded in 1970, their business has a wide domestic coverage and strategic network throughout Malaysia, as well as strategic partnerships across Asia; providing greater reach in the Asian and global markets for institutional equities trading.

Affin Hwang Capital provides a one-stop offering of all advisory and capital markets services, serving the full client spectrum of corporates, investment institutions, retail clients, high net worth individuals and capital markets counterparties, from both their main offices in Kuala Lumpur and Penang.

They value long-term relationships with clients, emphasising trust, flexibility, collaboration and independent thinking. As one of Malaysia's leading independent bank-backed investment banking groups, they utilise their expertise to continually tackle the most compelling financial challenges and deliver pioneering solutions, as they commit people and ideas to help clients grow.

Affin Hwang Capital is part of the Affin Banking Group. To learn more, visit [www.affinhwang.com](http://www.affinhwang.com).

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