



**For Immediate Release**

**PRIVATE PENSION ADMINISTRATOR  
ACCELERATES GROWTH OF THE PRS INDUSTRY**

***Launches Nationwide A&P Campaign Aimed At Increasing Participation in PRS***

**Kuala Lumpur, 27 August 2013** – Private Pension Administrator Malaysia (PPA) the nation's central administrator for voluntary Private Retirement Schemes (PRS), today launched a nationwide advertising and promotion (A&P) campaign aimed at raising the level of awareness for PRS among the general public and boosting participation in the third-pillar of the nation's multi-pillar pension framework.

"PPA, as the central administrator for PRS, is taking the leadership role in accelerating the growth of the private pension industry, in which the PRS is a key component of the third-pillar. As the main driver of the Industry Development Fund, PPA is confident the PRS A&P campaign will be the catalyst to gain momentum to spur the PRS industry. Partnering with PRS Providers in this initiative, PPA has assumed the lead role in this integrated advertising and promotion campaign as well as the long-term awareness programme to communicate the urgent need for action," said PPA's Chairman, Datuk Zaiton binti Mohd Hassan.

The PPA together with all eight PRS Providers contributed towards the RM5 million Industry Development Fund (IDF) to launch the PRS A&P campaign. The IDF is a three year commitment by PPA and the PRS Providers to raise awareness for PRS. The IDF will also be used to intensify education and public engagement.

The eight PRS Providers that contributed towards the IDF are AIA Pension and Asset Management Sdn Bhd, AmInvestment Management Sdn Bhd, CIMB-Principal Asset Management Bhd, Hwang Investment Management Bhd, Kenanga Investors Bhd, Manulife Asset Management Services Bhd, Public Mutual Bhd and RHB Investment Management Sdn Bhd.



The comprehensive and aggressive mass media campaign, comprising of the PRS logo, tagline (“Save. Invest. Retire. Enjoy”) as well as a mascot named “Si-Re” (from the acronym of “Save. Invest. Retire. Enjoy”), was launched by Datuk Zaiton.

“We are targeting to achieve awareness level of at least 25 per cent for PRS over the next two years. This A&P campaign will be a big pull factor for individuals who have heard of the three letters “PRS” and are now curious how PRS can help them plan for a better retirement. We have also embedded educational elements in the campaign, which we are confident will convert individuals from a bystander to taking action,” explained PPA’s Chief Executive Officer, Dato’ Steve Ong.

As retirement is a certainty for every individual, the PRS A&P campaign strategy is designed to reach all segments of society in Malaysia across all races, ages and gender. The PRS advertisement will appear in three languages (Bahasa Malaysia, English and Chinese) in media that will allow PRS messages to be transmitted to all corners of the country. As such, TV (free-to-air and pay TV), radio, print, online as well as billboards will be used to reach the target audience.

“The enrolment numbers are increasing steadily and within expectation so far. Based on PPA’s statistics, currently there are more than 36,000 people who have signed up PRS. The asset under management (AUM) is now at over RM123 million. We are confident that with this A&P campaign, we will see a strong growth in members and AUM,” added Dato’ Steve.

In conjunction with the PRS A&P campaign launch, PPA has also strategically revamped its website to support the A&P campaign. This is in anticipation increasing members of the public will be enquiring and demanding more sophisticated and in-depth information about the PRS. The new website will also include new features such as PRS Providers page, education page, retirement calculator and fund performance tool.

For more information visit the PPA website: [www.ppa.my](http://www.ppa.my) or email [askPPA@ppa.my](mailto:askPPA@ppa.my) or call the hotline at 1300 131 PPA (772).

- END -



### **About Private Pension Administrator Malaysia (PPA)**

Private Pension Administrator Malaysia or PPA is the central administrator for the PRS industry. PPA is a body approved by the Securities Commission Malaysia and is established to administer, oversee, and promote the growth and operation of the PRS industry.

PPA's task is to facilitate and maintain all PRS-related transactions via a life-time PPA account for PRS members. PPA is also responsible for the promotion and general awareness on PRS and serves as a one-stop resource centre for the PRS industry and PRS members in Malaysia. The PPA plays a significant role in enabling infrastructure for supplementary retirement savings. It promotes an efficient administration to help account holders conveniently monitor their PRS funds.

#### **Media Enquiry:**

Private Pension Administrator Malaysia

Serina Joon

Head of Marketing and Communications

Phone 03-7732 8722

Email [serina.joon@ppa.my](mailto:serina.joon@ppa.my)

Kim Chew Communications Sdn Bhd

Jacqueline Arnold / Tan Mui Pin

Tel: 03 7726 3430 / 012 279 1702 / 012 200 2103