

**BAIDURI CAPITAL HOLDS SEMINAR TITLED:  
‘NAVIGATING THE WORLD OF RESPONSIBLE INVESTMENT’**

**Bandar Seri Begawan, 19 September 2022** – As part of Baiduri Capital's efforts to keep its clients up to date on the latest developments in the global market, a seminar titled 'Navigating the World of Responsible Investment' was held at the Baiduri Community Space, Baiduri Bank Headquarters, on Saturday, 17 September 2022.

Some 80 guests attended the seminar that featured two experts from Baiduri Capital's fund partners - UOB Asset Management as well as Allianz Global Investors, who spoke about how Environmental, Social and Governance (ESG) factors have now become key considerations when investing. They also spoke about their experience in managing ESG risks and opportunities.

ESG Investing is more commonly known as "socially responsible investing" and "sustainable investing". It refers to investing which prioritises environmental, social, and governance factors or outcomes. The concept of ESG Investing is also based on the growing assumption that the financial performance of organisations is increasingly affected by environmental and social factors.

Speaking on the topic of 'Sustainability – The Way Forward', Winnie Tan, Senior Channel Sales, Manager Retail Distribution at Allianz Global Investors, spoke about how despite the unprecedented challenges faced during the pandemic, sustainable investing has seen record inflows globally, and about how investors are embracing sustainability in a big way.

Lim Beng Eu, Senior Director, Institutional Business at UOB Asset Management then spoke about the topic of 'Investing for Profit and Purpose'. Lim is responsible for Corporate and Regional Institutional clients and is also the ESG champion for Business Development.

The seminar was punctuated by several questions and answer sessions as well as interactive games throughout the evening, with guests receiving exclusive prizes for their winning participation.

In his welcoming remarks, Brian Wong, General Manager of Baiduri Capital emphasised the importance of investing responsibly, and how investors can do their part to make a real and meaningful contribution towards enhancing sustainability, while at the same time also generate attractive returns.

He said: "One of our aims at Baiduri Capital is to keep you updated on the current market trends and key developments through seminars like this. We also aim to provide you with the relevant investment instruments and the latest information so that you can make better-informed decisions for your investments.

"Companies that do not build in ESG factors in their businesses will risk being isolated by customers, investors and suppliers. For us as individual investors, we can take comfort in knowing that ESG funds are investing in companies that are more likely to enjoy higher potential returns in the coming years."

As part of their efforts to promote awareness on responsible investing, Baiduri Capital have an ongoing promotion this month on ESG Funds. From now until 30 September 2022, investors who sign up for eligible funds offered by Baiduri Capital can stand to win lucky draw prizes.

More information on the promotion can be found at <https://www.baiduri.com.bn/personal/promotions/invest-in-a-better-future>

Established in 2015, Baiduri Capital is a wholly-owned subsidiary of Baiduri Bank, specialising in securities trading and investment products. Through its secure web-based online securities trading portal, the first and only in the country, customers can trade in SGX (Singapore), HKEx (Hong Kong), China A-Shares, Bursa Malaysia, the New York Stock Exchange (NYSE), NASDAQ Stock Market as well as the NYSE MKT LLC (AMEX). On top of securities trading, Baiduri Capital also offers Unit Trusts, ETFs, Bonds and Investment Linked Life Insurance plans.

For further information on Baiduri Capital's products and services, you can visit Baiduri Capital's website at [www.baiduri.com.bn/baiduri-capital](http://www.baiduri.com.bn/baiduri-capital) or call 226 8588 during office hours.