



สมาคมบริษัทหลักทรัพย์ไทย

ASSOCIATION OF THAI SECURITIES COMPANIES

The Growing Importance of Retail Investors

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Director, Association of Thai Securities Companies

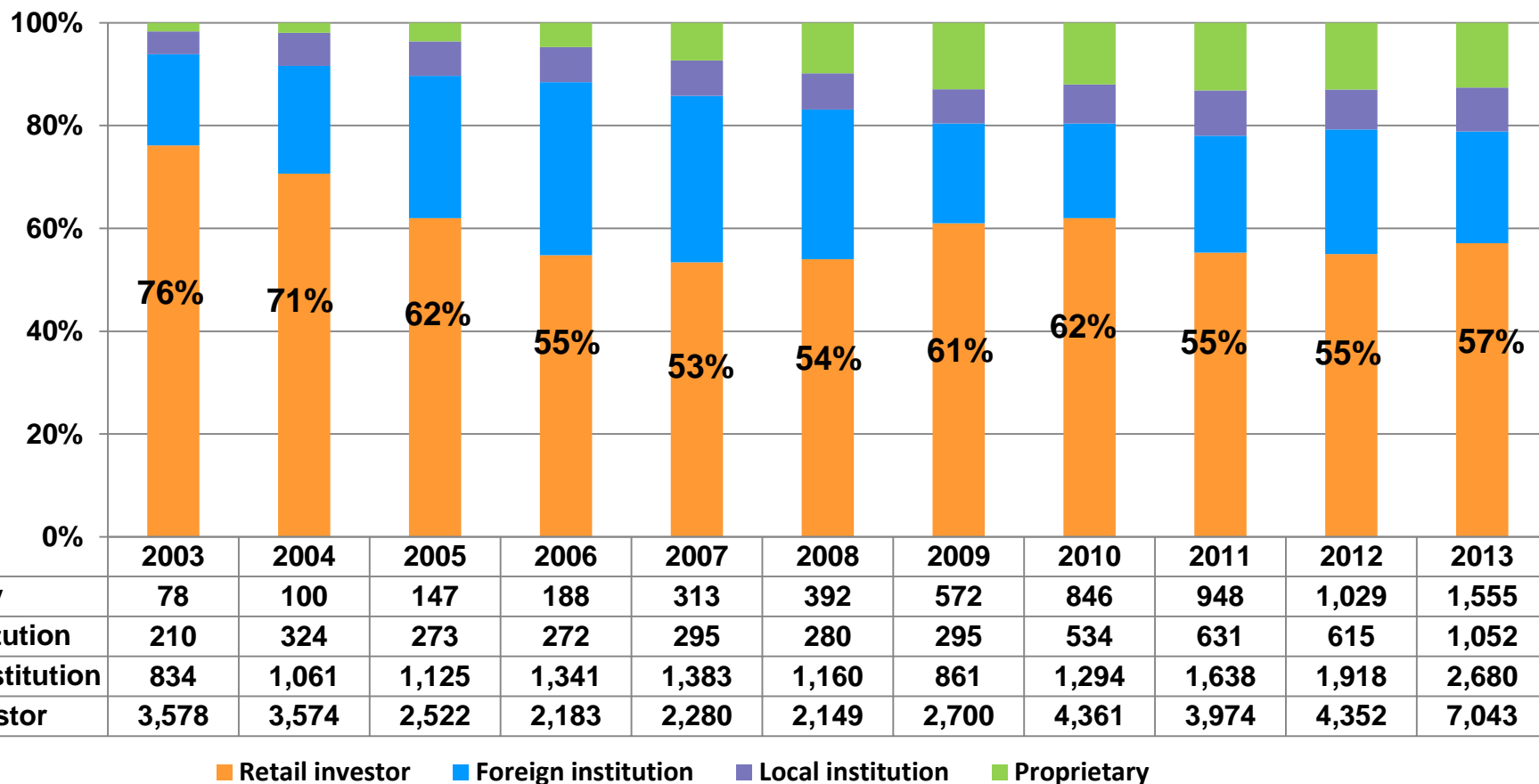
President, Bualuang Securities Plc.

November 6, 2014

Nature of Thai investors



Unit : Yearly trading value in billion baht



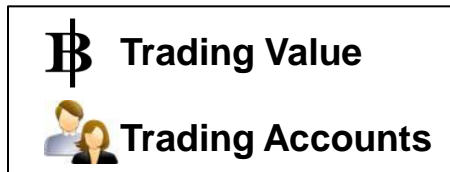
- Retail investors have represented the largest portion on 10-year average at 60.12%.

8 retail investor segments for SET during 2H2013



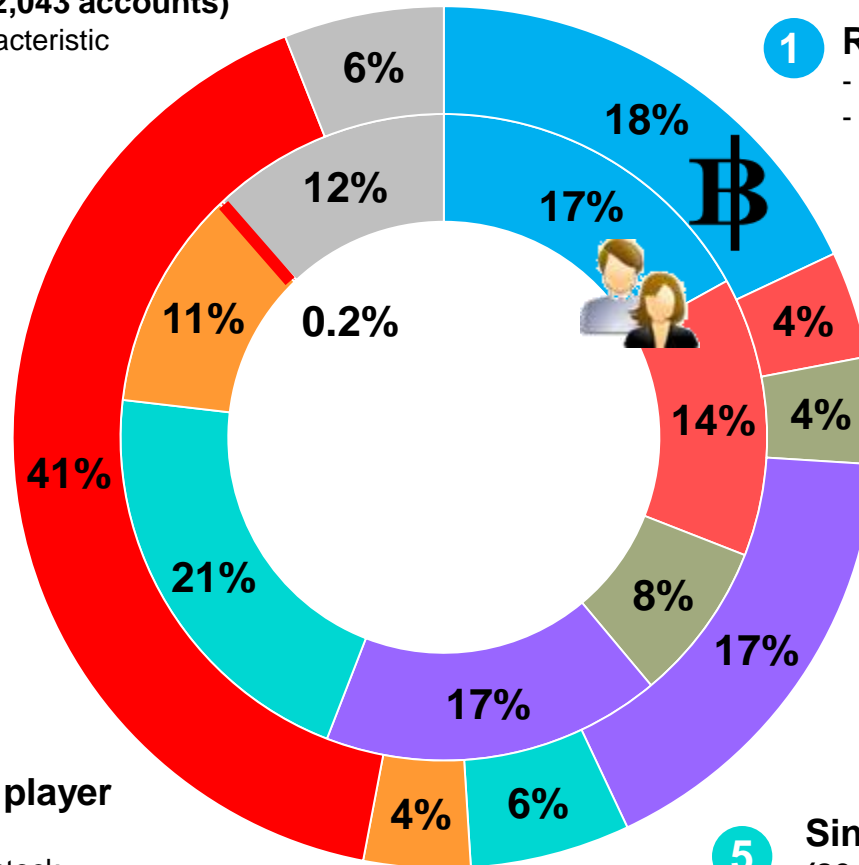
Trading Accounts VS Trading Value

8 Unclassified (52,043 accounts)
- No trading characteristic



7 Heavy investor (892 accounts)
- Frequency trade
- Average monthly trading value > 100 million baht

6 Dividend stock player (44,419 accounts)
- Trade dividend stock



1 Risk taker (71,358 accounts)
- High frequency trade
- Trading on cheap stock (price < 10 baht), Warrant, and DW

2 Volatility player (60,494 accounts)
- Rarely trade
- Trading on cheap stock (price < 10 baht), especially Non-SET200 stocks

3 Liquidity player (31,824 accounts)
- Trade high turnover stock, especially stock in turnover list

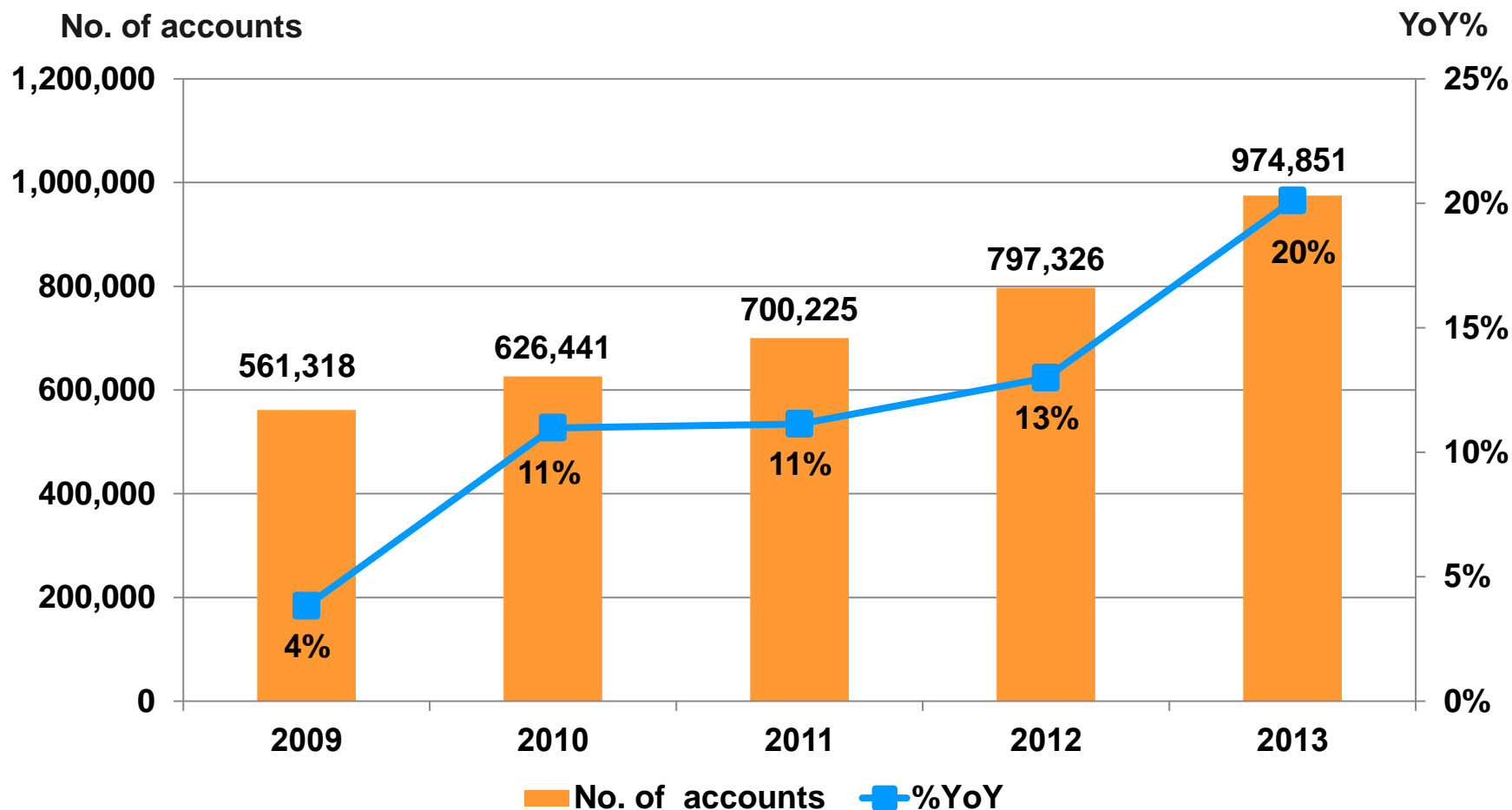
4 Multi-large cap stock player (71,663 accounts)
- Mainly trade on SET50
- Trade various stocks

5 Single large cap stock player (86,486 accounts)
- Mainly trade a few stocks on SET50
- Highly transitional

Growth on retail trading accounts



- Retail trading accounts account for less than 1.50% of Total Population in 2013 (64.79 million people).

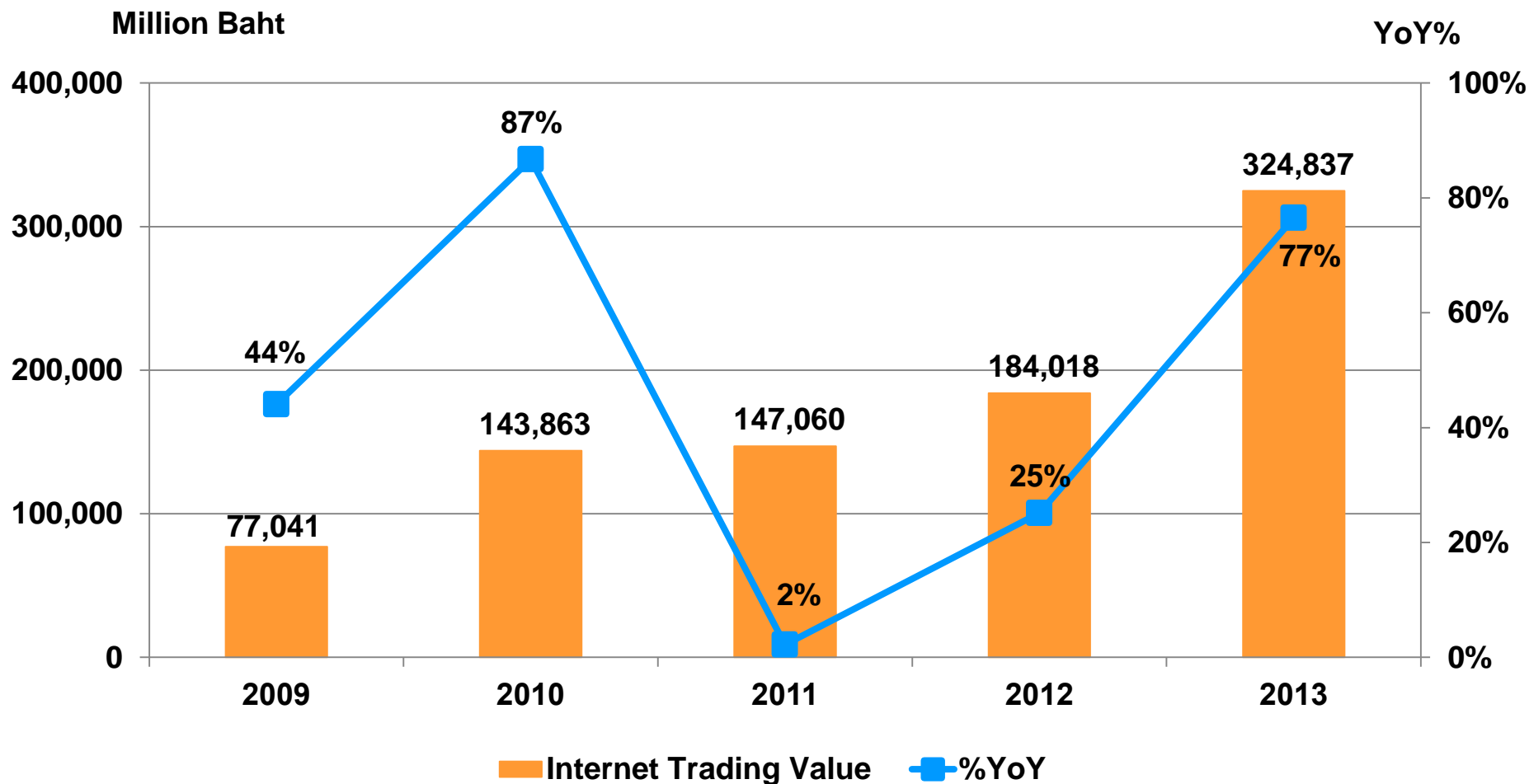


Average yearly Internet trading value



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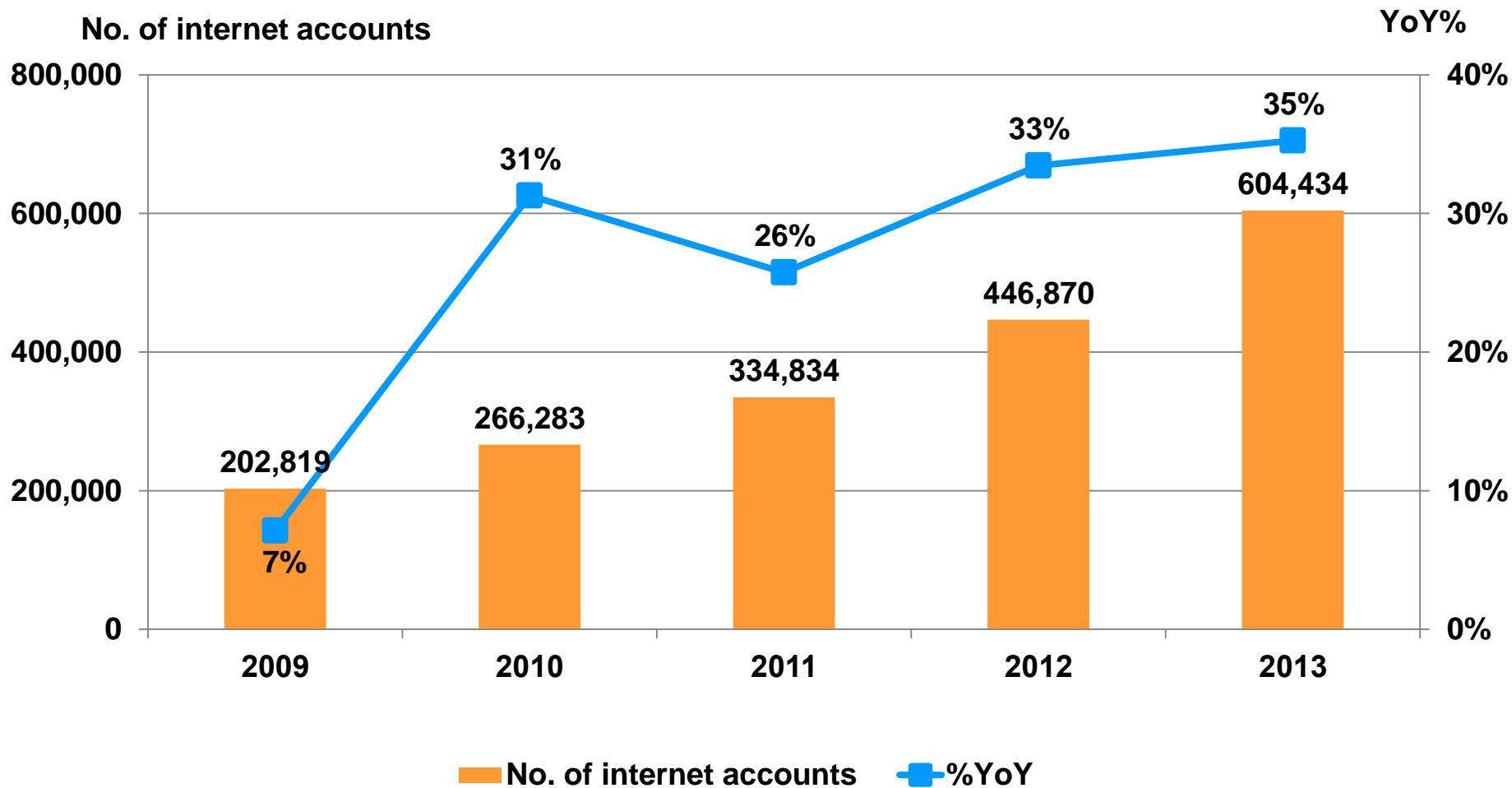


Source : SET

Growth on Internet trading accounts



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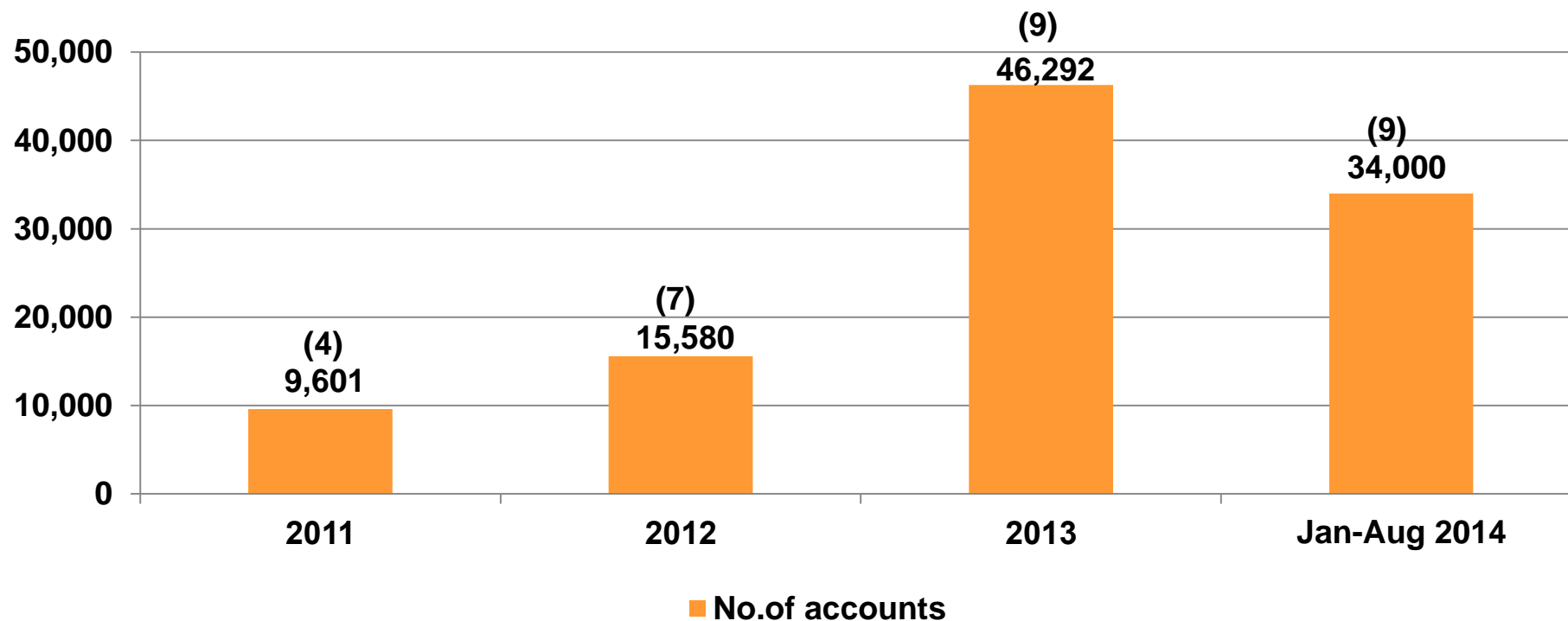
Banker to Broker



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No. of accounts opened and (No. of participating banks)

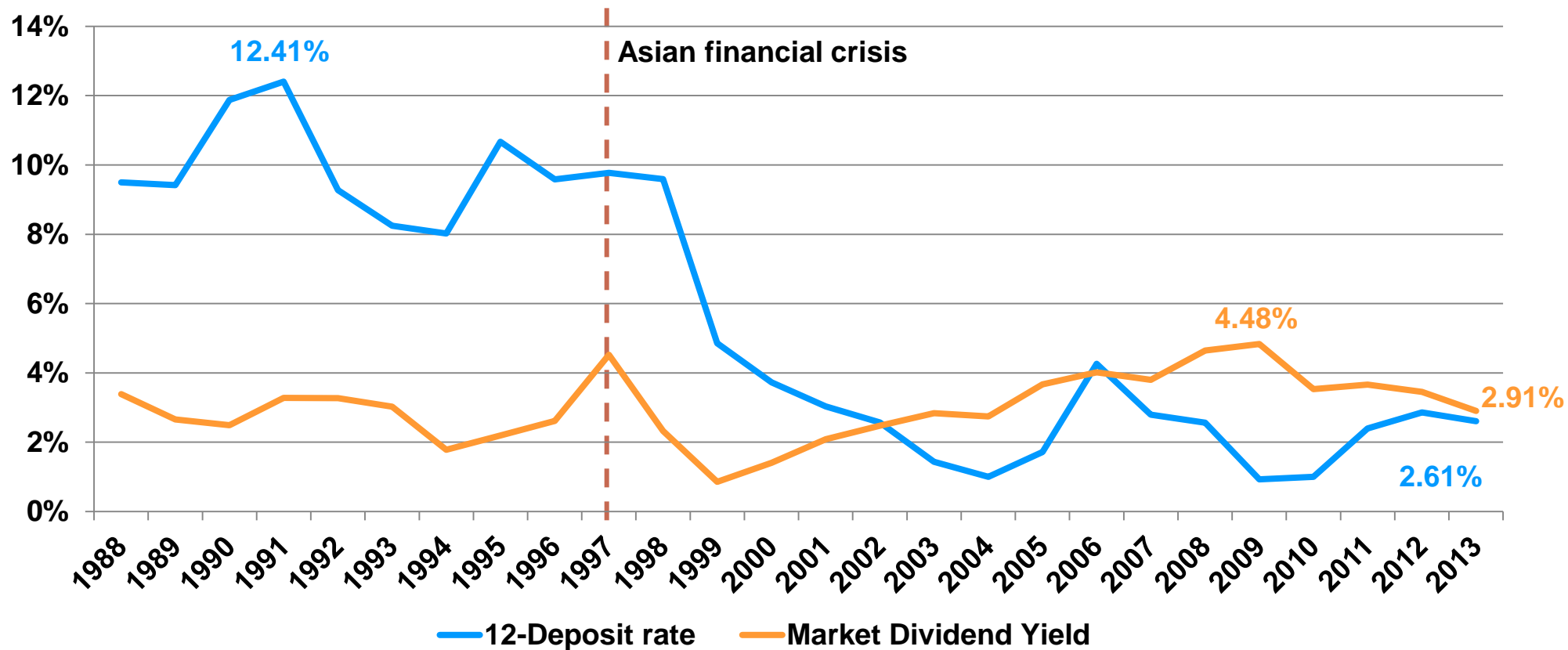


Source : SET

Why do retail investors open more accounts?



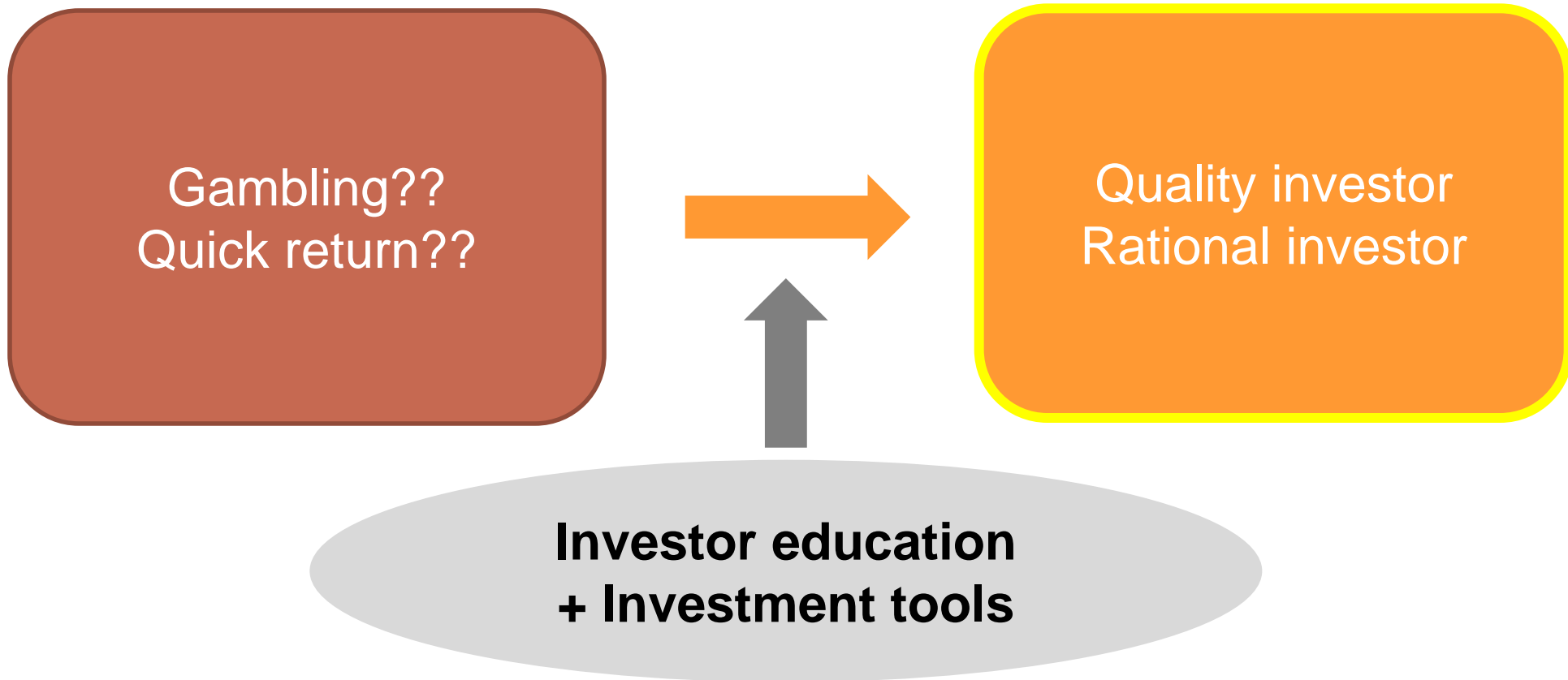
- Required capital gain or dividend.
- Interest rate on 12-month fixed bank deposit significantly decreased and no guaranteed deposit.



Creating sustainable retail investors



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Types of education activities

Regulator

- Radio
- Short series
- Printed media
- E-newsletter
- TV program



Stock Exchange

- Opportunity day
- Roadshow : SET in the city, Money Expo
- Social media
- Trading simulation
- TV channel

Money
Channel





Types of education activities

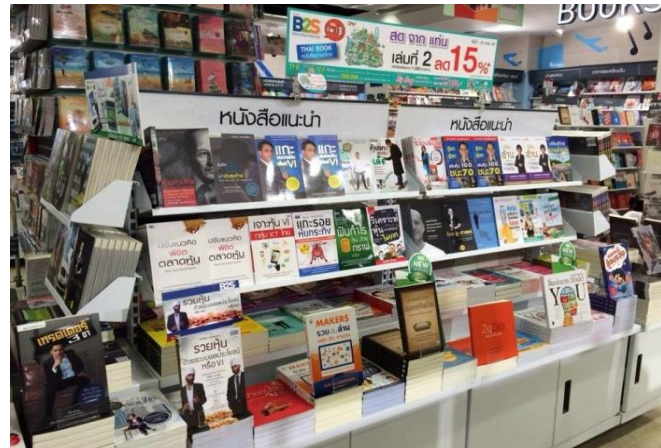
Brokers

- Trading tools
- Seminars
- Social media
- Trading simulation and reality



Media / Publisher

- Seminars
- Books





Future trends

- Retail investors remain the largest trading portion.
- Improvement in investment skills
- More sophisticated products.
- Technological development in trading application.
- Stronger competition among retail brokers.