

ANNUAL REPORT 2010



Vision

To establish financial planning as a recognized profession through the promotion of excellence in financial planning for the benefits of all Malaysians

Mission

To establish the global CFP Mark as the leading symbol of excellence for personal financial planning in Malaysia

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Notice of Annual General Meeting

NOTICE IS HEREBY GIVEN that the 11th Annual General Meeting of the Financial Planning Association of Malaysia (FPAM) will be held at Dewan Berjaya, Bukit Kiara Equestrian & Country Resort, Jalan Bukit Kiara, Off Jalan Damansara, 60000 Kuala Lumpur on **Saturday, 21 May 2011** at **11.00 a.m.** for the following purposes:

1. To receive the President's Statement and Board of Governor's report on the activities of the Association for the year ending 31 December 2010
2. To receive the audited accounts of the Association for the year ending 31 December 2010
3. To elect members of the Board of Governors
 - 3.1 To elect the following Charter Member Representatives to the Board of Governors:
 - 3.1.1 Mr Alex Sito Kok Chau (representing Public Mutual Berhad)
 - 3.1.2 Mr U Chen Hock (representing OSK Investment Bank Berhad)
 - 3.1.3 Puan Sharifatul Hanizah Said Ali (representing RHB Investment Management Sdn Bhd)
 - 3.2 To elect 4 Board members from the following 6 nominees from Certified Members:
 - 3.2.1 Mr Ronald Leong Yik Seng
 - 3.2.2 Mr Wong Loke Lim
 - 3.2.3 Mr Bose Dasan K Palasingam
 - 3.2.4 Ms Lor Ai Siew
 - 3.2.5 Mr Ong Eu Jin
 - 3.2.6 Ms Tang Wee Hen
4. To re-appoint Ernst & Young as the auditors and to authorise the Board to determine their remuneration
5. To transact any other ordinary business for which due notice shall have been given.

By Order of the Board

Chia Siew Chin
Honorary Secretary

Kuala Lumpur
Date: 30 April 2011

Notes:

Only Certified Members of the Association who have fully paid all fees payable in respect of their membership before the date of the Annual General Meeting are entitled to attend and vote at the Annual General Meeting. No proxies are allowed.



Board of Governors

Board Attendance In Year 2010-2011

The attendance records for various Board meetings are as follows:



SEATED LEFT TO RIGHT:

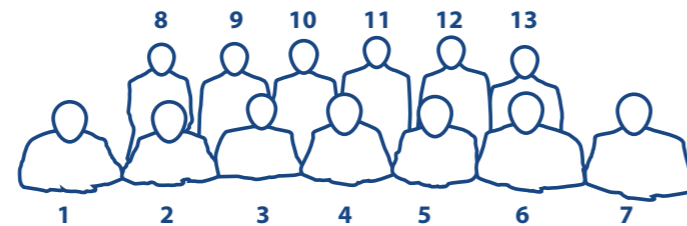
1. Edmond Cheah Swee Leng (Board Member)
2. Wong Loke Lim (Honorary Treasurer)
3. Chia Siew Chin (Honorary Secretary)
4. Wong Boon Choy (President)
5. Tan Beng Wah (Deputy President)
6. Ronald Leong Yik Seng (Vice President)
7. Steve Teoh Loon Heng (Past President)

STANDING LEFT TO RIGHT:

8. Sharifatul Hanizah Said Ali (Board Member)
9. Alex Sito Kok Chau (Board Member)
10. Khor Hock Seng (Board Member)
11. K.P. Bose Dasan (Board Member)
12. U Chen Hock (Board Member)
13. Chan Chow Hun (Chief Executive Officer)

NOT IN PHOTOGRAPH:

- Datuk Ibrahim Muhammad (Vice President)
 Aida Daud (Board Member)
 Raju Periasamy (Board Member)
 Dennis Tan Yik Kuan (Board Member)



Board of Governors

- Responsible for all policy matters affecting the Association and the profession

	24 July 2010	27 September 2010	24 November 2010	26 January 2011	30 March 2011	Total
Charter Member Representatives						
1 Wong Boon Choy	●	●	●	●	●	5/5
2 Tan Beng Wah	●	●	●	●	●	5/5
3 Datuk Ibrahim bin Muhammad	●	●				2/5
4 Alex Sito Kok Chau		●			●	2/5
5 Dennis Tan Yik Kuan	●		●	●		3/5
6 Khor Hock Seng			●		●	2/5
7 Sharifatul Hanizah Said Ali	●		●		●	3/5
8 U Chen Hock (joined 02/11)					●	1/1
9 Paul Hodes (resigned 09/10)						0/1
10 Mark Toh Chin Hian (resigned 08/10)	●					1/1
Certified Members						
1 Chia Siew Chin				●	●	2/5
2 Wong Loke Lim	●		●	●	●	4/5
3 Ronald Leong Yik Seng	●	●	●	●	●	5/5
4 Aida Md Daud	●		●	●		3/5
5 Bose Dasan K Palasingam	●	●	●	●	●	5/5
6 Edmond Cheah Swee Leng	●		●	●	●	4/5
7 Raju Periasamy	●	●				2/5
8 Steve Teoh Loon Heng	●		●	●	●	4/5

● Present □ Absent □ Resigned/Retired by rotation

Profiles of Board of Governors



Mr Wong Boon Choy

Mr Wong Boon Choy, CA(M), CPA, CFP, is the Chief Executive Officer and Executive Director of MAAKL Mutual. Prior to joining MAAKL Mutual, he was the Senior General Manager of Public Mutual (formerly known as KL Mutual). He joined KL Mutual in 1988 and since then has accumulated more than 20 years of experience in the Malaysian unit trust industry. Before joining KL Mutual, he was with an international accounting firm for eight years.

Mr Wong is a founder member and currently the President of the Financial Planning Association of Malaysia (FPAM). He was also involved in establishing the Federation of Investment Managers Malaysia (formerly known as Federation of Malaysian Unit Trust Managers) when he was appointed the Founding Secretary.

A strong believer in financial planning, he co-authored a financial planning book entitled "Financial Freedom – Your Guide To Lifetime Financial Planning" and a second book entitled "Financial Freedom – Through Malaysian Equities and Unit Trusts". In June 2008, Mr Wong co-authored a third book which revolves around the themes of health and wealth entitled "CHOICES – Live Well and Don't Die Broke".



Mr Tan Beng Wah

Mr Tan Beng Wah was appointed CEO of CIMB Wealth Advisors (CWA) in January, 2006. Through his stewardship, the company has grown from a single product entity to a provider of multiple financial products and services, including investment products, insurance, Takaful, credit cards, mortgage loans, wills and trust instruments and Islamic Estate Planning Services. CWA's more than 4,300 consultants are now able to offer a more holistic solution to customers, including investments, protection, estate planning, business continuation planning, child education plans, tax planning, amongst others. In addition CWA also provides financial planning services through its Financial Care Centre (FCC) under the CMSL (FP) license. A subsidiary of CIMB Group, it is one of the largest retail distribution arms with 38 regional, branch and sales offices located throughout the country.

Mr Tan has more than 30 years of experience in the Financial and IT Services industries. He has held various senior regional and country head positions with Fortune 500 companies in Malaysia, Hong Kong, Taiwan and China. He headed IBM's Insurance Solutions Consulting Business for Asia Pacific; was previously CEO of two insurance companies in Malaysia; and was the Senior Group Advisor for Wealth Management for a Malaysian Bank before joining CIMB Wealth Advisors.

Mr Tan is also active in the Financial Planning and Financial Services Industry. He currently sits on the Board of Directors of Malaysian Life Reinsurance (MLRE) Group, CIMB Wealth Advisors Berhad, CIMB-Principal Asset Management Company Limited (Thailand) and he is the Deputy President of Financial Planning Association of Malaysia (FPAM). In addition, he was a key founding member of Malaysian Financial Planning Council (MFPC), a Certified Moderator for Agency Management Training Council of USA and Fellow of the Life Office Management Association, USA. Mr Tan is also a Registered Financial Planner (RFP), Islamic Financial Planner (IFP) and Certified Financial Planner (CFP).



Datuk Ibrahim Muhammad

Datuk Ibrahim Muhammad started his career in Maybank with nearly 30 years of distinguished service record where he held various positions of responsibilities.

In January 2005, he was appointed Head, Sales Management, where his core responsibility was to expand the retail business of Maybank. Later in August 2007, he assumed the post of Head, Bancassurance, where he was instrumental in the expansion and growth of the Bancassurance business. Currently he is the Head of National Sales, Community Distribution, Community Financial Services, Maybank and in-charge of overall sales performance nationwide.

During his career, he actively participated in major projects of the bank, namely KL Main Transformation Project in 2001, Sales Transformation Project and Bancassurance Model Review in 2005.

Datuk Ibrahim graduated from University Pertanian Malaysia with a Bachelor of Science (Agriculture) in 1981. He has attended International Management Programmes at The Asian Institute of Management in Philippines, and at the University of Washington and the University of Chicago in the United States of America.

Datuk Ibrahim is currently the Vice President of FPAM. He is also a member of the Federation of Investment Managers of Malaysia (FIMM).



Mr. Ronald Leong Yik Seng

Mr Ronald Leong is CEO of Deakin International Sdn Bhd, a company specialising in providing Financial Psychology and Behavioral Finance Literacy and Tools for the Financial Services Industry, such as the psychometric assessment of the emotional ability of an investor taking financial risks. Ronald conducts accredited financial literacy programs for both SIDC and HRDF.

Ronald spent two decades in the financial services industry, with positions as head of financial services with an investment services company and later a fund manager at an asset management company. He was also the Director for Product Development with an international financial planning firm. Mr Leong is a Certified Financial Planner with a three majors commerce degree from Australia. A firm believer in know-your-client as the fundamental to raise the bar for best practice; he has completed a post grad with the thesis on financial psychology and investor behaviour within the Malaysian financial services and capital market.

Mr Leong has served in various committees and taskforce with FPAM and currently is in the Board of Governors as Vice President. Ronald is also the present Vice President for The Malaysian Australian Alumni Council looking after Education and Welfare, particularly awarding scholarships of undergraduates and post graduates degrees for Malaysian students to Australia.



Mdm Chia Siew Chin (Mrs Sue Yong)

Mrs Sue Yong is a pioneer in the offshore trust industry in Malaysia. She sets up a trust company in the Labuan International Offshore Financial Centre in 1992. She is the Managing Director of Equity Trust (Malaysia) Bhd, a trustee company offering solutions to corporate and private clients in tax advantaged structures, corporate management as well as estate and trust planning. Equity Trust also acts as corporate trustee for unit trust funds and private debt securities, and provides fund administration support. Mrs Sue Yong is a member of the Institute of Chartered Accountants in England and Wales (ICAEW), Malaysian Institute of Accountants (MIA), Chartered Tax Institute of Malaysia (CTIM) and the UK-based Society of Trust and Estate Practitioners (STEP). Mrs Sue Yong currently serves as FPAM's Honorary Secretary.



Mr Wong Loke Lim

Mr Wong Loke Lim is the Executive Director overseeing the investment management business of boutique financial services company, Hickham Capital Management Sdn Bhd. He is also the Managing Director of i-Biz Concept Sdn Bhd, a financial training and management resources provider. Previously, Mr Wong was a general manager at KAF Investment Bank Bhd. He is a Certified Financial Planner, a chartered accountant and a fellow of the Association of Chartered Certified Accountants. He is the Honorary Treasurer of FPAM.



Mr Edmond Cheah Swee Leng

Mr Edmond Cheah is a founder member and Past President of the Financial Planning Association of Malaysia (FPAM) which was established in December 1999.

He is a Chartered Accountant by profession and a member of the Malaysian Institute of Accountants and Association of Chartered Accountants, England & Wales. He is also a Certified Financial Planner. His professional experience has been in the fields of audit, merchant banking, corporate and financial advisory, portfolio and investment management, unit trust management and financial planning.

Mr Cheah was the Chief Executive Officer/Executive Director and a member of the Investment Committee of Public Mutual Berhad, the largest private unit trust management company in Malaysia. He was also a Council Member and Chairman of the Secretariat of the Federation of Malaysian Unit Trust Managers (FMUTM, now known as FIMM), a former Task Force Member on Islamic Finance for Labuan International Offshore Financial Centre (LOFSA) and a former member of the Securities Market Consultation Panel in Bursa Malaysia Berhad.

Mr Cheah sits on the Board of Adventa Berhad, Nylex Malaysia Berhad and Ancom Berhad. These companies are listed on Bursa Malaysia. He is also an Investment Committee Member and Director of MAAKL Mutual Berhad, a subsidiary of MAA Holdings Berhad which is listed on Bursa Malaysia.



Mr Steve Teoh Loon Heng

A political science graduate, Mr Steve Teoh, BA (Hons) UK, MMIM, CFP, is the Immediate Past President and a Founding Board Member of FPAM. He currently serves as Chair of the Appeals Committee/Disciplinary Board and Adviser to the Editorial Panel of the 4E Journal as well as a member the Financial Planning Standards Board Communications Advisory Panel (CAP) that supports the CFP brand development activities amongst the 23 global affiliates.

Amongst the local industry development undertakings, he was the chair of the Malaysian Financial Planning Industry Consolidation Taskforce, and currently a Work Group Member Representative of the industry SRO (Self-Regulatory Organization) initiatives. The undertaking of the Taskforce is a sanctioned initiative by both the Securities Commission and Bank Negara Malaysia to assist in the orderly development of the Financial Planning Industry. Mr Teoh also sits on the Working Group for Financial Planning at the Malaysian Institute of Accountants (MIA).

He was a Licensed Representative of a Wealth Management Consultancy and until April 2005, was the Executive Director of a Securities Commission licensed Asset Management Company.

On the social responsibilities front, Mr Teoh is a founding trustee of the BUDIMAS Charitable Trust, a foundation that caters for underprivileged children under the distinguished Royal Patronage of Her Majesty, the Queen.



Mr Mark Toh Chin Hiaw

Mr Mark Toh was Chairman of Prudential Fund Management Berhad and has an MBA from the University of Keele (UK). He began his career with the Prudential Assurance Company Limited holding various positions until his appointment in 1991 by a local banking group to start up and manage a group of financial services companies that include unit trusts, asset management, trustee and will writing. In 2000, he rejoined Prudential as the Chief Executive Officer of Prudential Fund Management Berhad, bringing along with him more than 30 years of both local and international experiences in the financial services industry. He was a Founder Member and was also a Council Member of the Federation of Investment Managers Malaysia.



Mr Alex Sito Kok Chau

Mr Alex Sito is the general manager and head of the marketing and financial planning department at Public Mutual. His responsibility covers all functions of the company's marketing and communications, marketing research, Web marketing, bank channel business development and a range of financial planning products and services. Mr Alex Sito joined Public Mutual in 1996 upon returning from the U.S. where he had worked with several large financial institutions. He is a chartered financial consultant and a Certified Financial Planner. He also holds a postgraduate degree in marketing from Australia's University of Newcastle. Mr Sito has over 20 years of experience in the financial services industry with a broad knowledge of both the U.S. and Malaysian mutual fund industry. The co-author of a book on financial planning entitled: Financial Freedom – Your Guide To Lifetime Financial Planning, Mr Sito is also a member of the American Marketing Association.



Puan Aida Daud

Puan Aida Daud is currently the head of Human Capital Planning and Development (HCPD), responsible for the training and development of human capital in Permodalan Nasional Bhd (PNB). She graduated from ITM with a Diploma in Public Administration in 1981 and holds a Bachelor of Science in Business Administration (Finance and Law) from Portland State University, USA and an MBA from Scotland's Strathclyde University. Aida joined PNB in 1981 as an analyst and held various positions in Research and Corporate Services. She was the head of Corporate Services before moving to HCPD in 1998. In 1984, she participated in a one-year attachment with JB Were & Sons in Melbourne, Australia where she also completed a certificate course from the Financial Securities Institute of Australasia or Finsia (formerly known as Securities Institute, Australia). She joined Finsia as an Affiliate member in 1998 and became a Senior Associate Member in 2006, and has been a Certified Member of FPAM since 2003.



Mr KP Bose Dasan

Mr KP Bose Dasan is a tax consultant and a Securities Commission-licensed CMSRL investment advisor (financial planning) with Standard Financial Planner Sdn Bhd. He has been lecturing on the CFP program with PNB Investment Institute and Kasturi College for the last nine years. Mr Bose also pioneered the lecture module, Applied Financial Planning with the Faculty of Business and Accounting, University of Malaya. Mr. Bose is also the Subject Matter Expert on financial planning with Securities Industry Development Corporation. He currently lectures on wealth management, tax planning and behavioral finance with various education providers.

Mr Bose has authored numerous articles on tax and financial planning that have appeared in Personal Money, Smart Investor and The Edge. He holds an economics degree from University of Malaya, an MBA from England's Cranfield University, and the Advanced Course in Taxation from the Inland Revenue Board.



Mr Raju Periasamy

Mr Raju is a Credit Counselor (Financial Planner) at Agensi Kaunseling dan Pengurusan Kredit (AKPK) Malacca. He currently lectures on the CFP program at Kasturi College. Mr Raju is also former Moderator of LUTC courses of Malaysian Insurance Institute (MII). He holds an MBA from University Technical Malaysia (UTeM) with a major in Technology & Innovation Management.

Mr P. Raju is also FPAM's Melaka Chapter Committee Member in charge of education.



Puan Sharifatul Hanizah Said Ali

Puan Sharifatul Hanizah Said Ali joined RHB Investment Management Bhd (RHBIM) in December 2006 as its CEO. She was appointed as the Managing Director of RHBIM on 7th February 2007 upon obtaining approval from the Securities Commission.

Puan Sharifatul has 21 years of experience in the financial services industry. She began her career in the capital markets industry in 1988 with a bank backed broking house prior to joining Permodalan Nasional Berhad (PNB) in 1991. Puan Sharifatul was formerly the Vice President at Pengurusan Pelaburan ASN Bhd, a wholly owned subsidiary of PNB. She has extensive and diverse experience encompassing the field of investment analysis, portfolio management and equity trading. She is currently a holder of the Capital Markets Services Representative Licence for fund management as well as investment advisory, a Fellow of the Financial Services Institute of Australasia and a Certified Financial Planner, and a member of the FPAM's Board of Governors. During her tenure in PNB, she also served on the boards of both listed and private companies invested by PNB as a nominee of the state investment corporation. She also currently sits on the Boards of RHB Research Institute Sdn Bhd, RHB Private Equity Management Ltd and RHB Islamic Asset Management Sdn Bhd.



Mr Khor Hock Seng

Mr Khor Hock Seng is the CEO and Managing Director of American International Assurance Bhd (AIA Bhd). He is also the Chairman and Director of AIA Takaful International Bhd., a wholly owned subsidiary of AIA Bhd as well as Chairman of AIA Shared Services Sdn Bhd, the regional shared services hub set up by AIA Co Ltd, Hong Kong.

Within the insurance industry, Mr Khor is a member of the Management Committee in the Life Insurance Association of Malaysia (LIAM). He is also the appointed Chairman of LIAM's Distribution Committee and serves as a Director of the Malaysian Life Reinsurance Group Berhad, a subsidiary of LIAM Holdings Sdn Bhd.

Mr Khor has more than 28 years experience in the insurance industry. He began his career in 1982 at Malaysian American Assurance Co Ltd before moving on to British American Life & General Insurance Bhd in 1984. In 1988, he joined Hong Leong Assurance Bhd. In 1997, he joined Manulife Insurance (M) Bhd (formerly known as John Hancock Life Insurance (M) Bhd) as the SVP of Sales & Marketing before becoming its President, CEO and Managing Director in 2001, a position he held till 2006. Mr Khor graduated from Macquarie University in Sydney, Australia with a Bachelor of Arts Degree majoring in Actuarial Science and Statistics. In addition, he holds a Certificate of Actuarial Techniques from the Institute of Actuaries, London.



Mr Paul Hodes

Mr Paul Hodes has 24 years experience in Wealth Management through both the banking and investments industries working in the United States, Japan, Europe and Asia Pacific.

Since December 2007, Mr Paul Hodes was based in Kuala Lumpur managing Citibank Malaysia's Retail Bank. This role was responsible for retail banking to 100,000 retail customers including wealth management services to 30,000 Citigold customers.

December 2003 to December 2007, Mr Paul Hodes was based in Singapore as Citibank's AP Regional Wealth Management Business Development Head managing Brokerage, Portfolio Finance and Liability Products across 13 countries.

April 2001 to November 2003, Mr Paul Hodes was the Wealth Management Head for Citibank International Personal Banking in London, responsible for offshore products and advisory distributed through the business branches in UK, Luxembourg, Switzerland and Monaco.

Mr Paul Hodes was the Investment Marketing Director for Citibank Japan from June 1998 to April 2001 and a member of the team that launched the investment business in 1998. Mr Paul Hodes began his career in 1985 at Morgan Guaranty Trust, London. He spent 11 years at Fidelity Investments in Boston and Tokyo, working in a number of sales and marketing management roles.

Mr Paul Hodes received his Bachelor of Arts in Economics from Bates College, Lewiston Maine, USA and attended Harvard University Extension School, Cambridge Massachusetts, USA.



Mr Dennis Tan Yik Kuan

As Managing Director of iFAST Capital Sdn Bhd, Dennis Tan has over 8 years experience in the unit trust industry. Mr Tan oversees the iFAST Integrated Wealth Management Platform ("iFAST Platform") business in Malaysia. Launched in October 2008, the iFAST Platform is targeted at Corporate Unit Trust Advisers and financial institutions.

iFAST Capital is 82% owned by iFAST OSK Sdn Bhd – a 54.5%:45.5% joint venture between Singapore's iFAST Corporation Pte Ltd ("iFAST Corp") and Malaysia's OSK Investment Bank Bhd. Since 2000, iFAST Corp has been one of the largest online unit trust distributors in Asia and Singapore's leading wealth management platform for independent financial advisory companies.

iFAST Capital is licensed by the Securities Commission of Malaysia and holds the Capital Markets Services Licence to carry out the regulated activities of dealing in unit trust and investment advice. The company is also registered with the Federation of Investment Managers Malaysia (FIMM) as an Institutional Unit Trust Advisers (IUTA) to market and distribute unit trusts.

Mr Tan joined iFAST Corp in 2002 as an IT Manager and has been actively involved in the software development for end-user application. In 2004, he climbed the ranks to take on the position of Business Development Manager responsible for the growth of the software division business. In 2006, Mr Tan was promoted as Managing Director of iFAST Service Centre Sdn Bhd and more recently in 2008, he took on the role as the Managing Director of iFAST Capital Sdn Bhd.

Mr Tan is also the Executive Director for iFAST-OSK Sdn Bhd and also FA Corporate and Compliance Consultancy Sdn Bhd. He is a Computer Science graduate from University Putra Malaysia (UPM) and a CFP.



Mr U Chen Hock

U Chen Hock is currently the Head of Strategy & Business Development, Personal Financial Services, Asia Pacific, HSBC Amanah based in Hong Kong. He started his career with HSBC and has over the years, served in various roles in corporate and consumer banking in Malaysia prior to his regional posting, first to HSBC Taiwan before his current role, U headed the Personal Financial Services business for HSBC Malaysia where he had responsibility for the overall direction and growth of consumer banking including credit cards and wealth management. In his current role, he is responsible for planning and directing the growth of Islamic consumer banking business in the Asia Pacific region. U holds an honours degree in economics and is also a certified financial planner. He was the President of FPAM for 1.5 terms between 2005/2008 before leaving Malaysia for his overseas posting.

President's Statement



On behalf of the Board of Governors, I have the pleasure to present to you the Eleventh Annual Report and Financial Statements of the Financial Planning Association of Malaysia for the year ended 31 December 2010.

Financial Performance

For the year ended 31 December 2010, the Association achieved a surplus of RM 15,613. This amount is about equivalent to the surplus achieved in the previous year; it also represents the eleventh consecutive year in which the Association continues to generate a surplus. The objective of having an annual surplus represents a financially conservative approach in managing our finances to ensure sustainability. However, the Association will not be adverse towards a reexamination of this approach from time to time should it be of the opinion that there may be occasions where we need to incur expenditure on significant items pertaining to the development and promotion of the CFP program which will bring lasting benefits to the Association and its members.

Membership

Our individual membership now numbers at more than 8,000 and seems to have stabilised at around this figure over the last two years after undergoing an initial period of strong growth. The Association attributes this stable trend to the fact that most if not all of the professionals who are keen to become financial planners, either immediately or eventually, have enrolled or have qualified for the CFP certification program.

However, given the attributes of the program, the CFP qualification is highly relevant and should find wider participation and involvement from the entire personal financial services sector – regardless of whether they are providing advice, services or products, either separately or in combination.

The CFP is an internationally recognised mark respected for its rigorous standards, comprehensive scope and analytical framework. Recommendations to clients are to be made after proper analysis which takes into account the clients' unique circumstances, his particular need and goals as well as his risk appetite, among many other factors. It adopts a holistic approach in identifying and addressing clients' needs and it places strict importance on the need to place clients' interests first.

The widespread adoption of the CFP qualification will enhance the competency and professionalism of the individual executive and the reputation of the organisation he represents. Clients' interest will be better served and consumer protection considerably improved.

As such, moving forward, we will increase our communication and engagement with organisations and executives in the personal financial services sector to inform

them how they and their clients will stand to benefit from their involvement with the CFP programme.

Continuing Education (CE) Courses

Both FPAM and the Regulators view continuing education as an important component of ongoing professional development. For 2010, we organized a record number of Continuing Education (CE) courses. Also notable were the step up in the number of courses conducted outside the Klang Valley for the convenience of our outstation members, the fact that almost all of our courses are accredited by the Securities Industry Development Corporation's (SIDC) and carry their CPE points, and our selection by SIDC to collaboratively offer a number of complementary courses specially for our CFP members.

Chapters

The activities of Chapters continue to be an important focus of our work. Once again I would like to extend my appreciation to the members of the Chapter Committees who are volunteers but whose unstinting efforts help make it possible for the Chapters to be so readily alive and active.

For 2010, the Chapters exhibited an even higher level of dynamism with a record number of activities organised by them in the form of networking events, meetings and participation in industry organised forums. We applaud the efforts of the Chapters and will continue to support their initiatives in whatever way we can. We hope members located in the areas of the different Chapters will take advantage of the opportunities to involve themselves in the events and participate in the development of the FPAM community in their area.

Having proven their capability in galvanising the membership and in organising various activities for the benefit of their members, it is my hope that the Chapter Committee members will continue with their successful work and ensure that their Chapter membership continue to grow.

Trade Magazine

As a professional membership association with both individual and corporate members, FPAM strives to keep members informed of pertinent developments in the industry as well as providing members with updates on key issues, personalities and policies. FPAM does this, amongst others, through the issuance of a quarterly in house trade magazine, the 4E Journal. The strong support of advertisers and contributors have assisted us with the cost of producing the magazine and we hope to eventually achieve at least a break even financial position. For 2010, the net cost for producing the 4E Journal amounted to about RM 8,000 as compared to about RM 40,000 for the previous year. For this, I would

like to commend Mr. Dennis Tan and his team in the Marcom Committee whose responsibilities included overseeing the publication of the magazine.

We have also been supplementing the 4E Journal with an international publication called the Financial Planning Connections. The Connections is a project initiated by the Financial Planning Association of the United States of America and undertaken in collaboration with the various national financial planning associations worldwide. It is issued quarterly, and offer our members a window into the latest developments and happenings in the international arena of financial planning.

Retirement Planning

During the year in review, we had chosen retirement planning as the theme for engaging with the public, our members and the statutory bodies.

In terms of activities, we collaborated closely with the Employees Provident Fund to undertake two successful public seminars on retirement planning. We were also privileged to be invited to participate in a seminar organized by the Securities Commission as a prelude to its initiative to review and recommend possible private pension structures and schemes in the country. Last but not least, we organized the "Everyone Can Retire Well" event comprising a two day conference, public talks and exhibition.

I would like to congratulate as well as express my appreciation to Mr. Tan Beng Wah and Mr. Badliyah Abdul Ghani, the joint Chairmen of the event, for their tireless efforts and hard work in making this ambitious event a reality and a success. The event was marked by a number of achievements – in terms of the number and variety of exhibitors, in terms of public service through the free talks for the public by well known experts, and in terms of the depth and range of subjects presented. The event brought together both local and international speakers who were recognised authorities in their area of expertise. I would like to express my sincere thanks to the generous sponsors, exhibitors, speakers and all who have contributed to make the event possible.

Job Analysis Survey

During the year in review, FPAM, in collaboration with the Financial Planning Standards Board (FPSB) and various affiliates throughout the world, undertook nationwide job analysis surveys as part of the continuous process to ensure that the CFP syllabus, the examinations and current industry practices and requirements are aligned and that the CFP syllabus is up to date and relevant. This survey represents just part of the work that FPAM and FPSB are engaged in to continuously review and maintain the certification standards of the CFP program.

Study Manuals

FPAM had undertaken the commission and production of study manuals for all the six modules of its program and the whole set is now nearing completion. The objective of this exercise was partly to introduce some elements of consistency in the coverage of the syllabus between the different education providers while at the same time facilitate the upgrading of the study materials that are due. The completion of the manuals will eventually facilitate and expand the options through which interested organisations

and individuals can undertake the program. It can serve as a guide and basis for the structuring of in-house programs, on line programs and self study programs, thus making the CFP qualification more readily accessible for candidates who do not have ready access to the facilities of an existing education provider.

Engagement with Regulators

As the Regulators continue to review existing regulation and continue to introduce new ones from time to time to ensure that consumer interests are adequately protected, FPAM will strive to provide inputs to the Regulators that will facilitate the achievement of the Regulators' objective as well as to assist in the proper and orderly growth of professionalism in the ranks of personal financial services executives through the promotion of the CFP qualification. While the different sectors and competitors in the industry may compete and operate under different business models, they are unified by their belief in competent, skilled, knowledgeable and ethical professionals to serve their clients which is what the CFP mark is all about.

Acknowledgement

This year has again been an exciting and a challenging one as we seek to grow the CFP mark beyond the confines of its traditional market segment. Learning from the experiences of other national affiliates of the FPSB, we realize that there can only be more challenges ahead for FPAM in the next few years. As such, the Board has strove to put in place a strategic plan that will serve as a framework and guide for FPAM in its work.

In conceptualising the plan, as well as FPAM's many other activities and programs, I am fortunate to have the input of my fellow board members.

I must thank each and everyone of them for the support and contribution that they have so generously, readily and graciously provided without which we would not have been able to achieve what we did throughout the year. I would like to especially thank Mr. Tan Beng Wah, who has served so capably as Deputy President and who has been simply outstanding in his contribution and effort. Likewise, I would like to express my sincere thanks to Mr. Khor Hock Seng who despite his busy schedule had found time to serve on the Board during this period. Unfortunately both Mr. Tan and Mr. Khor will not be seeking reelection this year, citing demand of work responsibilities. On behalf of the Board of Governors, I wish them all the best.

I would like to take this opportunity to express my appreciation to Mr. Chan Chow Hun, the CEO, and his staff at FPAM for their contribution and commitment to the management and operation of the Association.

Last but not least, I would like to take this opportunity to thank each and everyone of our individual and corporate members. Your continuing support and feedback has been an invaluable source of strength and motivation for us to continue promoting the CFP mark and developing the industry.

Thank you.

Wong Boon Choy
President

CALENDAR OF EVENTS For The Year 2010

JANUARY

January 9

Seminar: **Wealth Maximization Through Tax Planning**
Speaker: *KP Bose Dasan*
Venue: Kuantan, Pahang

January 14

Event: **MOU on CFP programme between FPAM-UPM**
Venue: Serdang, Selangor



January 16

Seminar: **The Impact Of The Current Global Turmoil On Malaysia and Investments**
Speaker: *Choong Khuat Hock*
Venue: Kuala Lumpur

January 30

Forum: **Business Model & Business Opportunities for CFP Professionals**
Venue: Penang

FEBRUARY

February 6

Seminar: **2010 Economic Outlook – Can The Global Economy Fly?**
Speaker: *Anthony Dass*
Venue: Kuala Lumpur

February 27

Forum: **Business Model & Business Opportunities for CFP Professionals**
Venue: Melaka

MARCH

March 6

Seminar: **The Investment Plan Is Your Blueprint For Success – And**

How You Can Accumulate Wealth And Sleep Well

Speaker: *Mike Lee Chee Thye*
Venue: Kuala Lumpur

March 6

Seminar: **How To Fill Your Income Tax Return Correctly**
Speaker: *Wee Hun Been*
Venue: Kuching, Sarawak

March 17

Event: **Networking Nite**
Venue: Kota Kinabalu, Sabah

March 20

Event: **Networking Luncheon**
Venue: Sandakan, Sabah



March 20

Seminar: **How To Fill Your Income Tax Return Correctly**
Speaker: *Wee Hun Been*
Venue: Bintulu, Sarawak

March 27

Seminar: **Wealth Destruction and Rehabilitation – Helping Malaysian Retirement Clients Thrive**
Speaker: *Rajen Devadason*
Venue: Penang

APRIL

April 17

Seminar: **Asset Protection Strategies in Estate Planning**
Speaker: *Azhar Iskandar bin Hew*
Venue: Kuala Lumpur

April 17

Event: **Networking Luncheon**
Venue: Tawau, Sabah

April 19 - 21

Event: **FPSB Conference and Council Meeting in Taipei**
Venue: Taipei, Taiwan

April 29

Forum: **Business Model & Business Opportunities for CFP Professionals**
Speakers: *Dennis Tan, Alvin Tan, Paul Khoo, Paul See & Yap Ming Hui*

MAY

May 5

Seminar: **Understanding & Interpreting Financial Statements**
Speaker: *Thye Foot Leong*
Venue: Kuala Lumpur

May 15

Seminar: **Proper Financial Planning is the Key to Personal Financial Success**
Speakers: *Tan Beng Wah / P. Raju*
Venue: Melaka

May 15

Seminar: **Advising the Ultra-Affluent Clients**
Speaker: *K. Pun*
Venue: Ipoh, Perak



May 15

Seminar: **Wealth Destruction & Rehabilitation – Helping Malaysian Clients Thrive**
Speaker: *Rajen Devadason*
Venue: Kuching, Sarawak

JUNE

June 19

Seminar: **Smart Property Investment Strategies**
Speakers: *Ho Chin Soon & Michael Geh Thuan Peng*
Venue: Kuala Lumpur

June 8

Seminar: **EPF-FPAM Retire Happy Seminar**
Speakers: *Vijaya Kumar, Prof Low & Grace Chan*
Venue: Kuala Lumpur

June 11

Seminar: **Networking Nite: An Evening of Indulgence with Volvo**
Venue: Shah Alam, Selangor

June 19-20

Event: **CFP Examinations**
Venue: Nationwide

June 26

Event: **10th Annual General Meeting**
Venue: Kuala Lumpur

JULY

July 3

Seminar: **Protecting the Business Value Upon Exit**
Speaker: *Azhar Iskandar Hew*
Venue: Ipoh, Perak



July 3

Seminar: **Global Issues Influencing the Capital Market**
Speaker: *Anthony Dass*
Venue: Kuala Lumpur

July 14

Seminar: **Financial Literacy Talk**
Speaker: *Bose Dasan*
Venue: University Kuala Lumpur, Bangi, Selangor

July 15

Seminar: **Smart Property Investment Strategies**
Speakers: *Ho Chin Soon & Michael Geh Thuan Peng*
Venue: Kuala Lumpur

July 27

Seminar: **EPF-FPAM Retire Happy Seminar**
Speakers: *Vijaya Kumar, Prof Low & Bose Dasan*
Venue: Kuala Lumpur

July 31

Seminar: **Financial Literacy Talk**
Speakers: *Alvin Yap, Tang Wee Hen & Brad Greer*
Venue: Penang

July 31

Event: **Networking Nite**
Venue: Penang

AUGUST

August 7

Seminar: **Integrated Approach to Estate Planning for Financial Planners**
Speaker: *Lee Khee Chuan*
Venue: Kuala Lumpur

August 14

Workshop: **Wealth Creation**

Through Shares & Wealth Preservation from Shrinkage (Mandarin)

Speakers: *Derick Tan & Ang Kok Heng*
Venue: Malacca Chinese Chamber of Commerce, Malacca

August 21

Event: **General Meeting**
Venue: Tower Regency Hotel, Ipoh

August 30

Seminar: **Smart Property Investment Strategies**
Speakers: *Ho Chin Soon & Michael Geh Thuan Peng*
Venue: PNB Investment Institute, Kuala Lumpur



SEPTEMBER

September 4

Seminar: **Protecting the Business Value Upon Exit**
Speaker: *Azhar Iskandar Hew*
Venue: Kuala Lumpur

September 18

Seminar: **Foreign Exchange and Derivatives Strategies: Instruments & Practical Solutions for Private Clients**
Speaker: *Ding Lai Hong*
Venue: Eastin Hotel, Penang

September 24

Event: **China Networking Nite**
Venue: Kuala Lumpur

September 26

Talk & Forum: **Retirement Planning in Property Investment**
Speakers: *Rajen Devadason & Michael Geh*
Venue: Penang International Sports Arena, Penang

CALENDAR OF EVENTS (continued) For The Year 2010

OCTOBER

October 2

Seminar: **Global Issues Influencing the Capital Market**
Speaker: *Anthony Dass*
Venue: Harbour View Hotel, Kuching, Sarawak

October 9

Seminar: **Foreign Exchange and Derivatives Strategies: Instruments & Practical Solutions for Private Clients**
Speaker: *Ding Lai Hong*
Venue: Kuala Lumpur



October 11

Seminar: **Global Issues Influencing the Capital Market**
Speaker: *Anthony Dass*
Venue: Beverly Hotel, Kota Kinabalu

October 13 & 14

Event: **Everyone Can Retire Well Conference and Exhibition 2010**
Venue: Sunway Pyramid Convention Centre, Petaling Jaya, Selangor

October 16

Seminar: **Your Investment Plan is Your Blueprint for Success**
Speaker: *Mike Lee*
Venue: Tower Regency Hotel, Ipoh, Perak

October 19

Event: **FPAM-Smart Investor-Peugeot Networking Nite**
Venue: Kuala Lumpur

October 21 & 22

Seminar: **Executive Financial Planning Accelerated Program**
Speakers: *Vergis Mathew & Wong Loke Lim*
Venue: Kuala Lumpur

NOVEMBER

November 10

Seminar: **How to Invest Sensibly With Options**
Speaker: *Wai-Yee Chen*
Venue: Kuala Lumpur

November 19

Event: **Networking Nite**
Venue: Emperor Hotel, Malacca

November 20

Seminar: **Advising on the Sweet Spot of High Networth Individuals**
Speaker: *Kimmiss Pun*
Venue: Penang

November 25

Event: **Visit to Financial Planning Association of Singapore by Melaka Chapter**

DECEMBER

December 4

Seminar: **Approaches to Equity Valuation**
Speaker: *Mr Wong Kah Teck*
Venue: Kuala Lumpur

December 7

Event: **Networking Nite**
Venue: Ipoh, Perak

December 11-12

Event: **CFP Examinations**
Venue: Nationwide

December 12

Event: **Kuching Networking Nite**
Venue: Kuching, Sarawak

December 14

Seminar: **Financial Planning: Putting Theory into Practice**
Speaker: *M. Selvaraj*
Venue: SIDC, Kuala Lumpur



December 16

Forum: **Business Models and Business Opportunities for IFP Professionals**
Speakers: *Noraizat Shik Ahmad, Azril Azmi, Alvin Yap & Tuan Haji Abdul Aziz Bin Hassan*
Venue: Kuala Lumpur

December 20

Seminar: **Economic & Capital Markets: Forces Shaping Global Capital Markets**
Speaker: *Anthony Dass*
Venue: SIDC, Kuala Lumpur

December 22

Seminar: **Financial Planning: Practice of Wealth Management**
Speaker: *Bose Dasan*
Venue: SIDC, Kuala Lumpur

December 29

Seminar: **Corporate Governance and Ethics: Strengthening Professional through Ethics**
Speaker: *Farhan Lee Abdullah*
Venue: SIDC, Kuala Lumpur

Report of the Board of Governors

For the year ended 31 December 2010

The Board of Governors have pleasure in submitting their report and audited financial statement of the Association for the financial year ended 31 December 2010.

Principal Activities

The Association's principal activities are to conduct its affair with the primary purpose of educating the public on the benefits of financial planning and to conduct certification courses and examinations leading to CFP_{CERTM} certification. There has been no significant change in the nature of these activities during the financial year.

1.0 Financial Results

	RM
Operating surplus for the year	15,613

In the opinion of the Board, the results of the operations of the Association during the financial Year were not substantially affected by any item, transaction or events of a material and unusual nature.

Reserves and Provisions

There were no material transfer to or from reserve or provision during the financial year other than those disclosed in the financial statements.

2.0 Education and Examination

2.1 2010 Updates

Academic Collaboration

FPAM signed a Memorandum of Understanding on academic collaboration with Universiti Putra Malaysia (UPM) in January 2010. The academic collaboration had UPM incorporating modules of the CFP_{CERTM} certification programme into its Bachelor of Consumer Studies programme. In turn, graduates of its Bachelor of Consumer Studies would be exempted from certain modules of the CFP_{CERTM} certification programme.

The collaboration is to introduce the study of financial planning and the CFP_{CERTM} qualification to undergraduates of the University. The MOU would also create greater awareness of the CFP_{CERTM} mark as well as add value to the Bachelor of Consumer Studies programme.

The academic collaboration with UPM is the third collaboration with local institutes of higher learning. The previous collaborations were with Universiti Malaya (UM) and Universiti Kebangsaan Malaysia (UKM).

Recognition of CFP_{CERTM} and IFP Certification Programmes for FIMM's CPD Programme

The Federation of Investment Managers (FIMM) has recognised individual modules of the CFP_{CERTM} and IFP certification programme under its Continuing Professional Development (CPD) programme.

CFP_{CERTM} Modules 1, 4 and 6 and IFP Modules 1, 3 and 6 will be awarded 10 CPD points for each module within one particular year and CFP_{CERTM} Modules 2, 3 and 5 and IFP Modules 2, 4 and 5 will be awarded 5 CPD points for each module within one particular year.



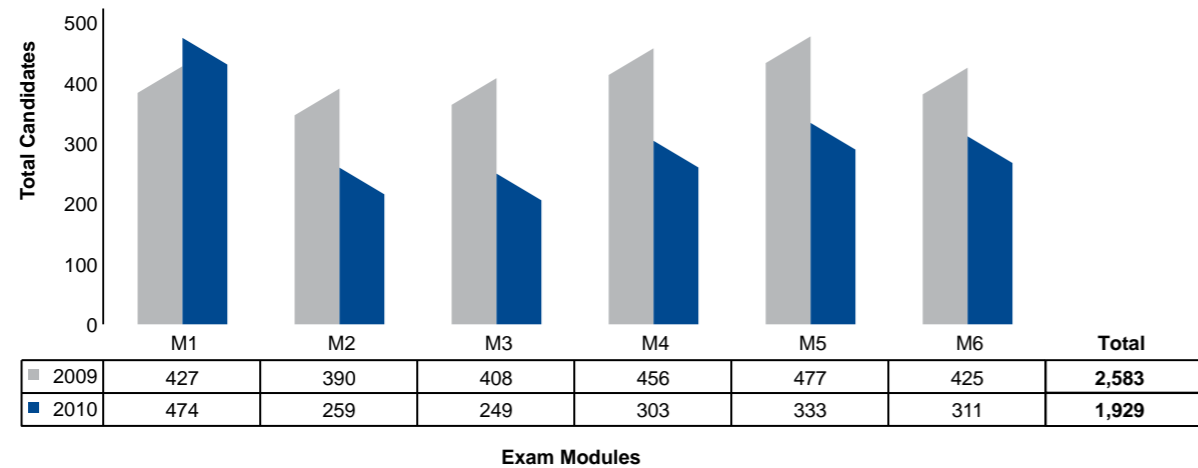
2.2 Enrolment Trend

A total of 1,929 candidates registered for the certification examinations in 2010 compared to 2,583 in 2009, recording a decrease of 25%. Registrations for all modules declined except for Module 1.

The economy continued to grow in 2010 but sponsorship of students for the programme has not shown a corresponding increase and in fact has not returned to previous levels before the slowdown. Employers continue to be more stringent in sponsoring employees for the programme.

Companies which sponsor independent agents for the course have also increased their threshold requirement for sponsorship and this has affected the enrolment of independent agents.

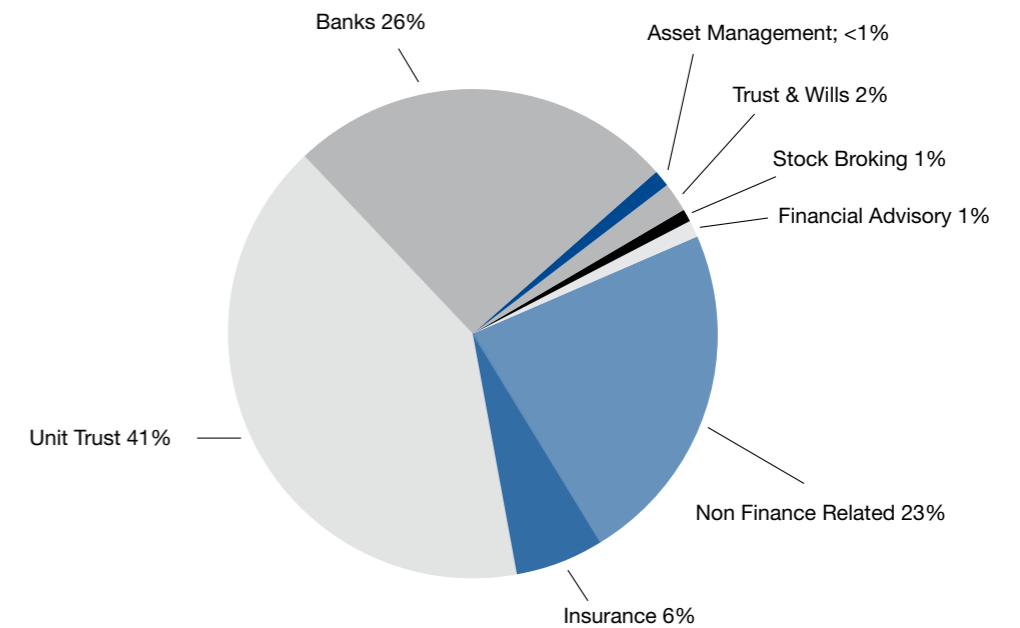
Comparison of Candidates by Exam Modules 2010 vs 2009



Analysis of registrations by industry for 2010 shows a decrease from the unit trust industry and an increase from the banking sector.

In 2009 registrations from the unit trust sector totaled 49%, in 2010 it declined to 41%. Registrations by those in the banking industry increased from 24% in 2009 to 26% in 2010.

Analysis of Exam Candidates by Industry 2010



3.0 Membership

3.1 Individual Members

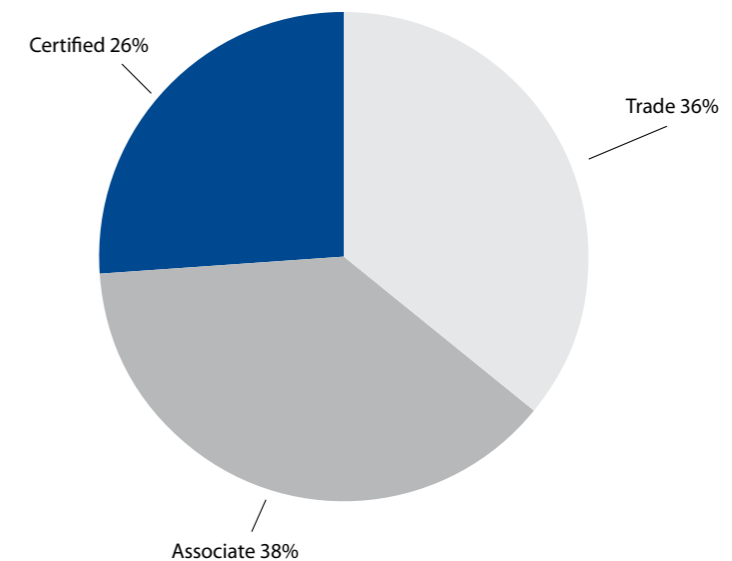
3.1.1 Membership by Category

The total number of members as at 31 December 2010 stands at 8,857 against 8,739 last year. For the year ended 2010 as for 2009, only Certified members who paid their dues in 2010 were recognised as current members.

The slight increase in members is attributed to the increase in Trade members as registrations for Module 1 picked up in 2010. Any increase in Trade members augurs well as it is the pipeline to more Associate members and registrations for other modules in subsequent years.

FPAM also embarked on a project to standardise its membership expiry dates to December of each year. This is to align it with the association's financial year end.

Membership as at 31 December 2010





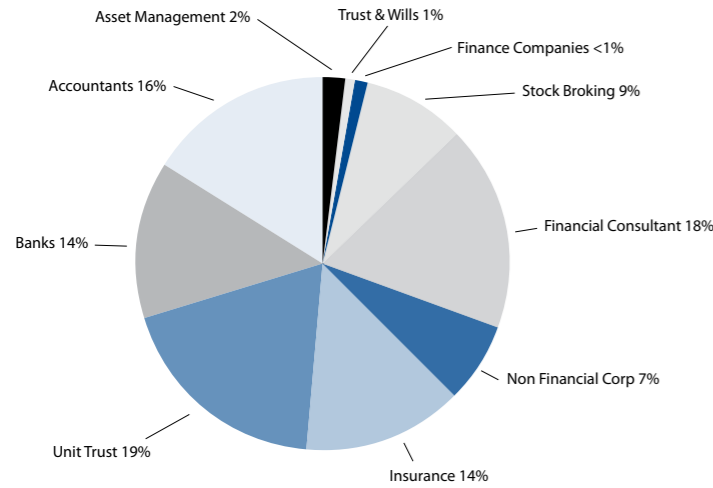
3.1.2 CFP Professionals by Industry

The chart on the left shows the breakdown of the 2,300 Certified members as at 31 December 2010 by industry. The largest groups of Certified members are those working in the unit trust and financial advisory sector. Members working in the unit trust industry and as financial consultants form the largest groups, each accounting for 19% and 18% respectively.

The next largest groups of CFP^{CERTM} professionals by industry do not deviate from previous years. These groups are those employed in the banking and insurance sectors. These members due to the nature of their industry are often required to provide advice to their clients. Their advice needs to be sound and credible and one way to ensure that, is to have a recognised qualification which provides them with the knowledge required to do their job.

This is also the reason why Charter members often encourage their employees to obtain the qualification, especially those interfacing with and advising clients.

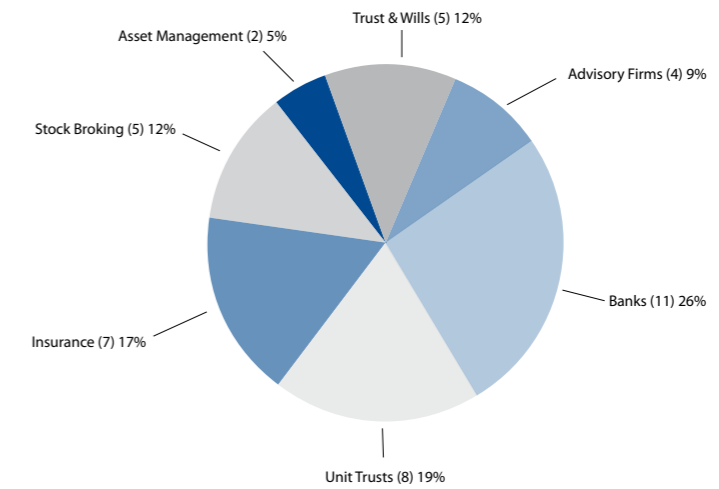
CFP Professionals by Industry as at 31 December 2010



3.2 Charter and Corporate Members

FPAM now has a total of 42 Charter and Corporate members drawn from a wide cross section of the financial sector with almost all of the major sectors being represented.

Charter & Corporate Members as at 31 December 2010

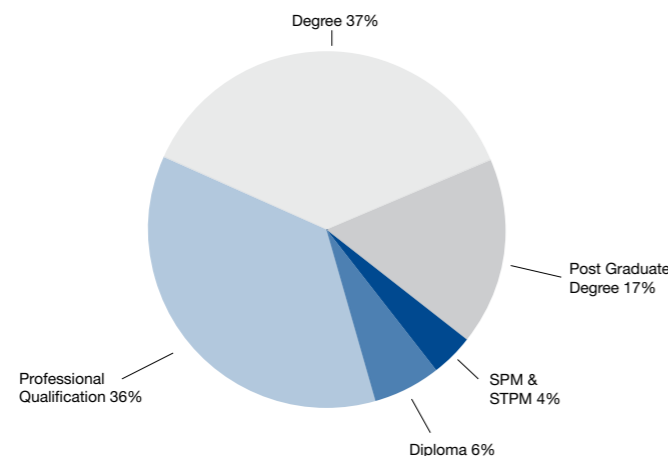


3.1.3 CFP Professionals by Qualification

The recognition of the CFP^{CERTM} designation worldwide and by local regulatory bodies continue to make it sought after by professionals who have at least a Bachelor's degree.

Over 90% of Certified members are graduates and for those working in the financial services industry, the qualification is one which is relevant to their career and able to provide opportunities for career enhancement and growth.

CFP Professionals by Qualification as at 31 December 2010



4. Continuing Education (CE) Courses

Associate members must complete 20 hours of Continuing Education (CE) every two years in order to renew their memberships. Once certified, a CFP certificant is required to maintain technical competency and fulfil ethical obligations by completing 30 hours of CE every two years. This is to ensure that the member keeps abreast of current developments in the financial planning profession.

To meet the different needs of members in their pursuit of knowledge, a total of 31 courses ranging from intermediate to advance levels and covering a diverse range of topics were organised nationwide. Besides directly organising these courses, FPAM also work in collaboration with MIA and SIDC to conduct and promote such courses. In addition, FPAM had also undertaken to organise in-house courses for institutions, such as PNB. Of the 31 courses, 20 were held in Klang Valley and the rest at Chapter levels. Many thanks to the Chapters for their contributions and efforts to bring these courses nearer to members. In Klang Valley, over 500 registrations were received for these various courses. Out of these registrations, 44% were from the public. Out of the 20 courses in Klang Valley, 4 of these were conducted free, benefiting more than 200 CFP members who attended. Course speakers were from within the CFP fraternity as well as drawn from the wider industry circle and included both local and overseas speakers.



5.0 The 4E Journal

2010 marked the 10th year of the 4E Journal. To mark this milestone, we had the cover redesigned, introduced a section to cater to the interest of the Islamic financial planning industry, a new series on retirement villages coinciding with the “Everyone Can Retire Well” conference and a “News in Brief” section. For those who missed out on the popular “Business Model and Business Opportunities” seminar series, we published several for their benefit.

Ms Ong Shi Jie, Head of Wealth Management, OCBC Bank, Encik Yunos Abdul Ghani, Deputy CEO of Bank Simpanan Nasional and Ms Tiew Siew Chuen, Country Head, Consumer Banking, Standard Chartered Bank shared their stories and how they guide their corporations to face challenges and adapt to change.

Support for the 4E Journal in terms of advertising revenue was the highest ever this year since its inception in 2001 making it possible to reduce the cost for publishing this quarterly journal from RM45,826.68 in 2009 to RM8,072.58 in 2010.

The Association would like to convey its deepest appreciation to the Editorial team under Dennis Tan for volunteering their time and effort in ensuring the continued publication and free distribution of this Journal as well as the many advertisers and contributors.



6.0 Networking Nites

Three networking nites were organized in the Klang Valley during which time members took the opportunity to build business networks and exchanged views and news.



● **September 24**
China Nite
Bukit Kiara Equestrian & Country Resort,
Kuala Lumpur

This Networking Nite sponsored by Citibank had 2 informative talks on China after which the attendees adjourned for buffet dinner and drinks. The Association used the event to promote the “Every One Can Retire Well” conference.



Topic: **Global Market Outlook**
 Speaker 1: Steven Yong
 Head of Investment Strategy and Research
 Wealth Management Products, Citibank Berhad



Topic: **Investing in China A-Shares**
 Speaker 2: Ng Chze How
 Director of Retail Funds
 AmInvestment Service Berhad



● **June 11**
An Evening of Indulgence with Volvo
Federal Auto Cars Glenmarie Showroom,
Shah Alam

Volvo’s Customer Appreciation Nite organised by Federal Auto Cars Sdn Bhd at their new showroom in Glenmarie, Shah Alam. FPAM Deputy President Tan Beng Wah and FPAM CEO Chan Chow Hun were also among those who attended.

In addition to an intimate look at the various Volvo models on display, the attendees were also entertained by comedian Andrew Netto, a string quartet and a vocalist. Despite the world-cup 2010 kick-off being 2 hours away, it was one of the biggest gathering of members seen for a networking nite.



● **October 19**
FPAM-Smart Investor-Peugeot Nite
798 Wine Bar, Tropicana City Mall, KL

The third and final networking nite was held at the newly opened Tropicana City Mall. As this function was just a week after the just concluded retirement conference, the Association invited many speakers, sponsors and members of press as a show of appreciation for their support through out the year for FPAM.



7.0 Chapters

Chapters represent an important component in the organisational structure of the Association as they represent as well as lead members who are located geographically throughout the country.

Chapters promote education, enhance FPAM visibility and foster greater sharing among FPAM members.

In recent years, chapters have become more active.

Chapter Activities - Comparison

Chapter	2008	2009	2010
Penang	5	4	7
Melaka	6	5	5
Ipoh	4	3	5
Kota Kinabalu	1	5	4
Kuching	0	1	5
Kuantan	0	2	2
Total	16	20	28

2010 Chapter Activities

Ipoh, Perak

- **May 15**
Seminar: **Advising the Ultra-Affluent Clients**
Speaker: *K. Pun*
Venue: Tower Regency Hotel, Ipoh
- **July 3**
Seminar: **Protecting the Business Value upon Exit**
Speaker: *Azhar Iskandar Hew*
Venue: Tower Regency Hotel, Ipoh
- **August 21**
Event: **General Meeting**
Venue: Tower Regency Hotel, Ipoh
- **October 16**
Seminar: **Your Investment Plan is Your Blueprint for Success**
Speaker: *Mike Lee*
Venue: Tower Regency Hotel, Ipoh
- **December 7**
Event: **Networking Nite**
Venue: Ipoh



Malacca

- **February 27**
Seminar: **Business Model & Business Opportunities for CFP Professionals**
Venue: Famosa Hotel, Malacca

- **May 15**
Seminar: **Proper Financial Planning is the Key to Personal Financial Success**
Speakers: *Tan Beng Wah / P. Raju*
Venue: Queens Park Hotel, Malacca
- **August 14**
Workshop: **Wealth Creation Through Shares & Wealth Preservation from Shrinkage (Mandarin)**
Speakers: *Derick Tan & Ang Kok Heng*
Venue: Malacca Chinese Chamber of Commerce, Malacca
- **November 19**
Event: **Networking Nite**
Venue: Emperor Hotel, Malacca
- **November 25**
Event: **Visit to Financial Planning Association of Singapore**



Penang

- **January 30**
Event: **Business Model & Business Opportunities for CFP Professionals**
Speakers: *Paul Khoo & KP Thum*
Venue: Wawasan Open University, Penang
- **March 27**
Seminar: **Wealth Destruction and Rehabilitation – Helping Malaysian Retirement Clients Thrive**
Speaker: *Rajen Devadason*
Venue: Eastin Hotel, Penang
- **July 31**
Seminar: **Financial Literacy Talk**
Speakers: *Alvin Yap, Tang Wee Hen and Brad Greer*
Venue: Bayview Hotel, Penang
- **July 31**
Event: **Networking Nite**
Venue: Bayview Hotel, Penang
- **September 18**
Seminar: **Foreign Exchange and Derivatives Strategies: Instruments & Practical Solutions for Private Clients**
Speaker: *Ding Lai Hong*
Venue: Eastin Hotel, Penang
- **September 26**
Talk & Forum: **Retirement Planning in Property Investment**
Speakers: *Rajen Devadason & Michael Geh*
Venue: Penang International Sports Arena, Penang
- **November 20**
Seminar: **Advising on the Sweet Spot of High Networth Individuals**
Speaker: *Kimmis Pun*
Venue: Evergreen Laurel Hotel, Penang



Kota Kinabalu, Sabah

- **March 17**
Event: **Networking Nite**
Venue: Courtyard Hotel, 1Borneo Hypermall, Kota Kinabalu, Sabah
- **March 20**
Event: **Networking Luncheon**
Venue: Sandakan Hotel, Sandakan, Sabah
- **April 17**
Event: **Networking Luncheon**
Venue: Emas Hotel, Tawau, Sabah
- **October 9**
Seminar: **Global Issues Influencing the Capital Market**
Speaker: *Anthony Dass*
Venue: Beverly Hotel, Kota Kinabalu, Sabah

Kuching, Sarawak

- **March 6**
Seminar: **How To Fill Your Income Tax Returns Correctly**
Speaker: *Wee Hun Been*
Venue: IBBM Sarawak Branch, Kuching, Sarawak
- **March 20**
Seminar: **How To Fill Your Income Tax Returns Correctly**
Speaker: *Wee Hun Been*
Venue: Regent's Hotel, Tanjung Batu, Bintulu, Sarawak
- **May 15**
Seminar: **Wealth Destruction & Rehabilitation – Helping Malaysian Clients Thrive**
Speaker: *Rajen Devadasan*
Venue: Sheraton Kuching, Sarawak
- **October 2**
Seminar: **Global Issues Influencing the Capital Market**
Speaker: *Anthony Dass*
Venue: Harbour View Hotel, Kuching, Sarawak
- **December 12**
Event: **Networking Nite**
Venue: Harbour View Hotel, Kuching, Sarawak



Kuantan, Pahang

- **January 9**
Seminar: **Wealth Maximization Through Tax Planning**
Speaker: *Bose Dasan*
Venue: Vistana Hotel, Kuantan, Pahang
- **November 13**
Seminar: **Foreign Exchange & Derivatives Strategies – Instruments and Practical Solutions for Private Clients**
Speaker: *Ding Lai Hong*
Venue: Vistana Hotel, Kuantan, Pahang

8.0 “Everyone Can Retire Well” Conference and Exhibition 2010



The Financial Planning Association of Malaysia organised the inaugural “Everyone Can Retire Well” conference and exhibition (ECRWCE 2010) on October 13 and 14 at the Sunway Pyramid Convention Centre which attracted about 500 delegates. There were two parallel tracks throughout the conference.

The conference proper was for financial planning practitioners, policy makers, financial services and product providers, academics, and the professionals who are in related sectors to come together to share their findings, challenges, propose plans and view points with one another to better address the issue of retirement in their sector. Delegates were able to learn from overseas speakers who shared their experiences and adopt international best practices.

At the same time, over the two days there were public talks on the various components of retirement planning – financial, health, social, etc. These talks, together with the exhibition were free to the public and aimed

at informing and educating the public so that they will be aware of the options available and take a proactive approach to ensure that they will enjoy their retirement years and continue to contribute to society.

The talks and the exhibition, besides being informative and educational enabled the attendees to assess their situation and provide a road map to better retirement planning. Our deepest appreciation to all the speakers who had generously shared their time and experience with the audience.

One of the major draw to visitors was EPF's SMART kiosks and booths. Many took the opportunity to register for i-Akaun, obtain statements, nominate beneficiaries, make general enquiries or simply obtain brochures on EPF related information.

The Association wishes to thank all our generous sponsors, in particular, the CIMB Group, who came in as the Platinum Sponsor and the Maybank Group, the Credit Counseling and Debt Management Agency (AKPK) as well as the Principal Financial Group who came on board as Gold Sponsors of the conference.



The Association would also like to record its thanks to all our Corporate Sponsors – MAAKL Mutual Bhd, fundsupermart.com, Walton, and Golden Palm for their participation in this conference.

Last but not least, many thanks are also due to the conference's Co-Organising Chairmen, Tan Beng Wah and Badlisyah Abdul Ghani and the hardworking members of the Organising Committee without which this conference and exhibition would not be possible.



10. Business Model Seminar Series

In 2009 FPAM initiated a series on the different Business Models and Platforms available in the market today. Due to the overwhelming response, two were organised this year – one each for CFP and IFP professionals in the Klang Valley. Penang and Melaka chapters followed suit by organising one each on January 30 and February 27 respectively.

● **April 29**
 Forum: **Business Model & Business Opportunities for CFP Professionals**

- Speakers:
 Mr Dennis Tan, iFAST Capital Sdn Bhd
 Mr Alvin Yap, A.D. Financial Sdn Bhd
 Mr Paul See, Professional Investment Advisory Services Pte Ltd
 Mr Paul Khoo, Standard Financial Planner Sdn Bhd
 Mr Yap Ming Hui, Whitman Independent Advisors Sdn Bhd



9.0 EPF-FPAM "Retire Happy" Roadshow

The Employee Provident Fund in collaboration with FPAM organised two roadshows on June 8 and July 27 to alert Malaysians to the importance of planning for their retirement. Themed "Retire Happy", the roadshow comprised a series of talks by EPF and FPAM. Speakers from FPAM talked on "Retirement - It's only the Beginning!" and "Achieving Financial Security for the Golden Years". FPAM's topics covered the psychological and financial perspectives respectively. EPF on the other hand provided the opening session entitled "Towards a Sustainable Retirement". To complement these one-hour public lectures, questions and answers (Q & A) sessions were held after every presentation and easy-to-read leaflets and other EPF material were distributed. The Association would like to record its gratitude to EPF, Professor Low Wah Yun of University Malaya, Ms Grace Chan of MAAKL Mutual Bhd and FPAM Board of Governor, Mr Bose Dasan.



● **December 16**
 Forum: **Business Models and Business Opportunities for IFP Professionals**

- Speakers:
 Encik Noraizat Shik Ahmad, Securities Commission Malaysia
 Encik Azril Azmi, ECS Solutions Sdn Bhd
 Mr Alvin Yap & Tuan Haji Abdul Aziz bin Hassan, A.D. Financial Sdn Bhd



Statement by The Board of Governors

Independent Auditor's Report

To The Members of Financial Planning Association of Malaysia

We, the undersigned, on behalf of the Board of Governors of the Financial Planning Association of Malaysia ("the Association"), state that, in our opinion, the financial statements set out on pages 31 to 40 are drawn up so as to give a true and fair view of the statement of assets and liabilities of the Association as at 31 December 2010 and of its statement of income and expenditure and cash flows for the financial year then ended on that date in accordance with the MASB Approved Accounting Standards in Malaysia for Private Entities.

WONG BOON CHOY
President

WONG LOKE LIM
Treasurer

Kuala Lumpur
Malaysia

REPORT ON THE FINANCIAL STATEMENTS

We have audited the financial statements of Financial Planning Association of Malaysia which comprise the statement of financial position as at 31 December 2010, and the statement of comprehensive income, and statement of cash flow for the financial year then ended, and a summary of significant accounting policies and other explanatory notes, as set out on pages 31 to 40.

Board of Governors' Responsibility for the Financial Statements

The Board of Governors of the Association is responsible for the preparation and fair presentation of these financial statements in accordance with MASB Approved Accounting Standards in Malaysia for Private Entities. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the Association's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by the Board of Governors of the Association, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independent Auditor's Report

To The Members of Financial Planning Association of Malaysia (continued)

Statement of Comprehensive Income

For the Financial Year ended 31 December 2010

REPORT ON THE FINANCIAL STATEMENTS (CONTINUED)

Opinion

In our opinion, the financial statements have been properly drawn up in accordance with MASB Approved Accounting Standards in Malaysia for Private Entities so as to give a true and fair view of the financial position of the Association as at 31 December 2010 and of its financial performance and cash flows for the financial year ended as at 31 December 2010.

OTHER MATTERS

This report is made solely to the members of the Association, as a body, and for no other purpose. We do not assume responsibility to any other person for the content of this report.

Ernst & Young
Chartered Accountants
Kuala Lumpur, Malaysia

	Note	2010 RM	2009 RM
INCOME			
Membership fees		1,430,674	1,379,179
Sponsorship income		80,509	79,000
Surplus from conference	3	-	43,146
Surplus from continuing education courses	4	105,077	91,272
Surplus from examination	5	455,766	506,972
Interest income		41,270	66,157
Other income		23,225	43,482
		<u>2,136,521</u>	<u>2,209,208</u>
LESS: EXPENDITURE			
Staff costs			
- salaries and bonus		850,407	862,522
- defined contribution plan		127,598	130,092
Rental expenses		218,155	199,389
Depreciation of property and equipment		37,895	19,324
Financial Planning Standard Board and Board meeting expenses		30,508	63,801
Allowance for Board of Governors and Committee Members	6	11,900	13,050
Chapter development expenses		33,852	89,251
Marketing and promotional expenses		38,306	73,108
Membership Development expenses		13,195	
Deficit from conference	3	28,617	
Auditors' remuneration		9,900	9,900
License fee		323,295	295,261
Other expenses	7	397,280	437,801
		<u>2,120,908</u>	<u>2,193,499</u>
SURPLUS OF INCOME OVER EXPENDITURE BEFORE TAXATION		15,613	15,709
TAXATION	8	-	-
SURPLUS OF INCOME OVER EXPENDITURE AFTER TAXATION		<u>15,613</u>	<u>15,709</u>

The accompanying notes form an integral part of the financial statements

Statement of Financial Position

Rs at 31 December 2010

	Note	2010 RM	2009 RM
ASSETS			
NON-CURRENT ASSETS			
Property and equipment	9	133,489	81,095
CURRENT ASSETS			
Receivables, deposits and prepayments		338,713	323,428
Tax recoverable		10,627	10,627
Deposits, cash and bank balances	10	2,573,327	2,874,305
Total Assets		3,056,156	3,289,455
CURRENT LIABILITIES			
Deferred income	11	821,931	826,931
Advanced membership fees	12	436,193	560,093
Payables	13	726,154	765,657
		1,984,278	2,152,681
NON-CURRENT LIABILITY			
Sponsorship deposits received from charter members		116,500	197,009
Total Liabilities		2,100,778	2,349,690
Net Assets		955,378	939,765
REPRESENTED BY:			
Surplus brought forward		939,765	924,056
Surplus of income over expenditure after taxation		15,613	15,709
Surplus carried forward		955,378	939,765

The accompanying notes form an integral part of the financial statements

Statement of Cash Flow

For the Financial Year ended 31 December 2010

	Note	2010 RM	2009 RM
CASH FLOWS FROM OPERATING ACTIVITIES			
Profit before tax		15,613	15,709
Adjustments for:			
Depreciation of property and equipment		37,894	19,325
Interest income		(41,270)	(66,157)
Unrealised foreign exchange loss		-	2,264
		12,237	(28,859)
Decrease in payables		(39,503)	(100,879)
Increase in receivables		(15,285)	(128,671)
Utilisation of grants		(5,000)	(96,519)
Decrease in advanced membership fees		(123,900)	(46,605)
Decrease in sponsorship deposits received from charter members		(80,509)	(64,000)
Cash generated from operations		(251,960)	(465,533)
Income taxes paid		-	(2,292)
Net cash used in operating activities		(251,960)	(467,825)
CASH FLOW FROM INVESTING ACTIVITIES			
Purchase of property and equipment		(90,288)	(92,912)
Net cash outflow from investing activities		(90,288)	(92,912)
CASH FLOW FROM FINANCING ACTIVITIES			
Interest received, representing net cash inflow from financing activities		41,270	66,157
NET INCREASE IN CASH AND CASH EQUIVALENTS		(300,978)	(494,580)
CASH AND CASH EQUIVALENTS AT BEGINNING OF FINANCIAL YEAR		2,874,305	3,368,885
CASH AND CASH EQUIVALENTS AT END OF FINANCIAL YEAR (Note 7)		2,573,327	2,874,305

The accompanying notes form an integral part of the financial statements

Notes to The Financial Statements

– 31 December 2010

Notes to The Financial Statements (continued)

1 CORPORATE INFORMATION

The Financial Planning Association of Malaysia (“the Association”) was established pursuant to the Societies Act, 1966 on 13 December 1999.

The Association is a non-profitable organisation with a mission to educate the public on the process and benefits of financial planning and to raise the standards of competency and ethical practice of qualified financial planners in Malaysia.

The address of the registered office and principal place of business of the Association is at:

Unit 1109, Block A
Pusat Dagangan Phileo Damansara II
No15, Jln 16/11
Off Jalan Damansara
46350 Petaling Jaya,
Selangor Darul Ehsan
Malaysia

The number of employees as at the financial year end was 16 (2009: 17).

The financial statements were authorised for issue by the Board of Governors of the Association in accordance with their resolution dated.

2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

2.1 Basis of preparation

The financial statements have been prepared under the historical cost convention and comply with the MASB Approved Accounting Standards in Malaysia for Private Entities.

The financial statements are presented in Ringgit Malaysia (“RM”).

2.2 Property and equipment

Property and equipment are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes expenditure that is directly attributable to the acquisition of the items. Subsequent costs are included in the asset’s carrying amount or recognised as separate assets, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Association and the cost of the item can be measured reliably. The carrying amount of the replaced part is derecognised.

Property and equipment are depreciated on a straight line basis to write off the cost of the assets to their residual values over their estimated useful lives, summarised as below:

Office equipment	5 years
Renovation	5 years
Furniture and fittings	5 years
Computer equipment & software	3 years
Motor vehicle	5 years

2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

2.2 Property and equipment (continued)

Gains and losses on disposals are determined by comparing proceeds with carrying amounts and are included in statement of income and expenditure.

At each reporting date, the Association assesses whether there is any indication of impairment. Where an indication of impairment exists, the carrying amount of the asset is assessed and written down immediately to its recoverable amount. Refer accounting policy note 2.3 on impairment of assets.

Repairs and maintenance are charged to the statement of income and expenditure during the period in which they are incurred. The cost of major renovations is included in the carrying amount of the asset when it is probable that future economic benefits in excess of the originally assessed standard of performance of the existing asset will flow to the Association. Major renovations are depreciated over the remaining useful life of the related asset.

2.3 Impairment of assets

The Association assesses at each reporting date whether there is objective evidence that an asset is impaired. An asset is impaired and impairment losses are incurred if, and only if, there is objective evidence of impairment as a result of one or more events that occurred after the initial recognition of the asset (a ‘loss event’) and that loss event(s) has an impact on the estimated future cash flows of the asset that can be reliably estimated.

Assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment. Assets that are subject to amortisation are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. Any impairment loss is recognised for the amount by which the carrying amount of the asset exceeds its recoverable amount. The recoverable amount is the higher of an asset’s fair value less costs to sell and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there is separately identifiable cash flow (cash-generating units). Non-financial assets that suffered impairment are reviewed for possible reversal of the impairment at each reporting date.

The impairment loss is charged to the statement of income and expenditure. Any subsequent increase in recoverable amount is recognised in the statement of income and expenditure.

2.4 Receivables

Receivables are carried at anticipated realised value. An estimate is made for doubtful debts based on a review of all outstanding amounts as at financial year end. Bad debts are written off during the financial year in which they are identified.

2.5 Asset held under hire purchase agreement

Asset acquired under the hire purchase agreement is capitalised and depreciated in accordance with the depreciation policy set out in Note 2.2 above.

Outstanding obligation due under the hire purchase agreement after deducting finance charges is recognised as liability. The finance charges on the instalments are expensed off to the statement of income and expenditure over the period of the agreement.

2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

2.6 Revenue recognition

Annual membership fees are recognised as income over the membership period when no uncertainty as to its collectibility exists.

Sponsorship deposits received from charter members are recognised as income evenly over a period of ten years upon commencement of the CERTIFIED FINANCIAL PLANNER™ Education Programme.

Other income such as surplus from conference, examination and continuing education courses are recognised on an accrual basis.

Interest income is recognised on time proportion basis that reflects the effective yield on the asset.

2.7 Income taxes

Current tax expense is determined according to the tax laws of the jurisdiction in which the Association operates and include all taxes based upon the taxable surplus.

Deferred tax is recognised in full, using the liability method, on temporary differences arising between the amount attributed to assets and liabilities for tax purposes and their carrying amounts in the financial statements. However, deferred tax is not accounted for if it arises from initial recognition of an asset or liability in a transaction other than a business combination that at the time of transaction affects neither accounting nor taxable profit and loss.

Deferred tax assets are recognised to the extent that it is probable that future taxable profits will be available against which the deductible temporary differences or unused tax losses can be utilised.

Deferred tax is determined using tax rates (and tax laws) that have been enacted or substantially enacted by the balance sheet date and are expected to apply when the related deferred tax asset is realised or deferred tax liability is settled.

2.8 Employee benefits

Short-term employee benefits

Wages, salaries, bonuses, paid annual leave and non-monetary benefits are accrued in the year in which the associated services are rendered by employees of the Association.

Defined contribution plans

A defined contribution plan is a pension plan under which the Association pays fixed contributions to the national pension scheme, Employees' Provident Fund ('EPF'). The Association's contributions to defined contribution plans are charged to the statement of income and expenditure in the financial year to which they relate. Once the contributions have been paid, the Association has no further payment obligations.

2.9 Cash and cash equivalents

Cash and cash equivalents comprise cash, bank balances and deposits held with licensed banks that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

2.10 Grants

Grants from the government are recognised at their fair values where there is a reasonable assurance that the grants will be received and the Association will comply with all attached conditions.

Government grants relating to income are deferred and recognised in the statement of income and expenditure over the period necessary to match them with the costs they are intended to compensate.

2.11 Foreign currency conversion and translation

The financial statements are presented in Ringgit Malaysia.

Transactions in foreign currencies are converted into Ringgit Malaysia at rates of exchange ruling at the transaction dates. Monetary assets and liabilities in foreign currencies at the balance sheet date are translated into Ringgit Malaysia at rates of exchange ruling at that date. All exchange differences arising from the settlement of foreign currency transactions and from the translation of foreign currency monetary assets and liabilities are included in the income statement.

The principal closing exchange rates for every unit of foreign currency to Ringgit Malaysia used in the translation of foreign currency amounts are as follows:

Foreign currencies	2010 RM	2009 RM
US Dollar	3.08	3.47

3 SURPLUS FROM CONFERENCE

	2010 RM	2009 RM
Rental income	58,000	-
Sponsorship income	240,000	146,000
Conference fees	102,150	61,850
	400,150	207,850
Other expenses	428,767	164,704
	(28,617)	43,146

4 SURPLUS FROM CONTINUING EDUCATION COURSES

	2010 RM	2009 RM
Continuing education course income	174,660	170,940
Seminar package expenses	(34,276)	(34,675)
Other expenses	(35,307)	(44,993)
	105,077	91,272

Notes to The Financial Statements (continued)

Notes to The Financial Statements (continued)

5 SURPLUS FROM EXAMINATION

	2010 RM	2009 RM
Examination fee income	539,908	649,018
Expenses incurred in relation to examination	(84,142)	(238,565)
	<u>450,766</u>	<u>410,453</u>
Recovery from grant	5,000	96,519
Surplus from examination	<u>455,766</u>	<u>506,972</u>

In 2007, the Association entered into a joint agreement with Capital Market Development Fund ("CMDF") and Islamic Banking & Finance Institute Malaysia Sdn Bhd ("IBFIM") where CMDF agreed to provide funding ("the grant") for the development and implementation of a certification programme for Islamic Financial Planners ("the programme"). The programme is jointly undertaken by the Association and IBFIM. Expenses incurred for the development and establishment of the programme, which fulfill the conditions of eligible expenses are recovered from the grant. The said eligible expenses include syllabus and manual development, marketing and communication, certification secretariat, information technology system and software, and legislation matters.

6 ALLOWANCE FOR BOARD OF GOVERNORS AND COMMITTEE MEMBERS

	2010 RM	2009 RM
Board of Governors	6,300	8,300
Committee members	5,600	4,750
	<u>11,900</u>	<u>13,050</u>

The names of members of the Board of Governors of the Association in office since the date of the last report and at the date of this report are:

Aida Md Daud
 Alex Sito Kok Chau
 Bose Dasan K. Palasingam
 Chia Siew Chin
 Ronald Leong Yik Seng
 Edmond Cheah Swee Leng
 Tan Beng Wah
 Steve Teoh Loon Heng
 Raju Periasamy
 Wong Boon Choy
 Wong Loke Lim
 Datuk Ibrahim Muhammad
 Dennis Tan Yik Kuan
 Sharifatul Hanizah Said Ali
 Khor Hock Seng
 Mark Toh Chin Hian (resigned on August 2010)
 Paul Hodes (resigned on September 2010)

7 OTHER EXPENSES

	2010 RM	2009 RM
Printing expenses	8,066	45,827
Annual General Meeting expenses	24,373	28,654
Bank and credit card charges	21,884	19,582
Electricity and utilities	11,066	6,625
General expenses	63,612	33,087
Insurance	12,347	11,932
Maintenance of premises and computers	50,817	15,113
Maintenance of website	10,831	19,995
Postage and courier	21,542	18,659
Printing and stationeries	22,843	38,955
Professional fees	6,315	39,572
Rental of photocopier	7,500	7,500
Staff training, recruitment and welfare	14,569	29,370
Telecommunication	24,984	22,200
Travelling	41,728	35,165
Unrealised foreign exchange loss	-	2,264
FPSB Review & assessment expenses	-	33,775
Manual Project expenses	19,957	-
Withholding tax	34,846	29,526
	<u>397,280</u>	<u>437,801</u>

8 TAXATION

	2010 RM	2009 RM
Income tax:		
Current year	-	-

The chargeable income of the Association is taxed at a scaled rate under Schedule 1 of the Income Tax Act, 1967 and current taxation for the current financial year is provided based on the Income Tax (Exemption) (No. 19) Order 2005, whereby statutory income derived from members' subscription fees is exempted.

The explanation of the relationship between taxation and surplus of income over expenditure before taxation is as follows:

	2010 RM	2009 RM
Surplus of income over expenditure before taxation	15,613	15,709
Expenses not deductible for tax expense	123,343	130,416
Net exempt income	(112,707)	(157,496)
Unrecognised tax losses	-	11,371
Utilisation of previously unrecognised tax losses	(26,249)	-
Chargeable income	<u>-</u>	<u>-</u>

Notes to The Financial Statements (continued)

Notes to The Financial Statements (continued)

9 PROPERTY AND EQUIPMENT

	Office equipment	Renovation	Furniture and fittings	Computer equipment & software	Motor vehicle	Total
	RM	RM	RM	RM	RM	RM
Cost						
At 1 January 2010	44,556	2,800	50,188	297,289	148,986	543,819
Additions	-	73,712	-	16,576	-	90,288
At 31 December 2010	44,556	75,512	50,188	313,865	148,986	631,107
Accumulated depreciation						
At 1 January 2010	40,334	2,800	48,765	221,840	148,985	462,724
Charge for the financial year	1,844	2,410	362	33,278	-	37,894
At 31 December 2010	42,178	5,210	49,127	255,118	148,985	500,618
Net book value						
At 31 December 2010	2,378	71,302	1,061	58,747	1	133,489
	Office equipment	Renovation	Furniture and fittings	Computer equipment & software	Motor vehicle	Total
	RM	RM	RM	RM	RM	RM
Cost						
At 1 January 2009	42,967	2,800	48,742	207,412	148,986	450,907
Additions	1,589	-	1,446	89,877	-	92,912
At 31 December 2009	44,556	2,800	50,188	297,289	148,986	543,819
Accumulated depreciation						
At 1 January 2009	38,378	2,800	48,522	204,714	148,985	462,724
Charge for the financial year	1,956	-	243	17,126	-	19,325
At 31 December 2009	40,334	2,800	48,765	221,840	148,985	462,724
Net book value						
At 31 December 2009	4,222	-	1,423	75,449	1	81,095

10 CASH AND CASH EQUIVALENTS

	2010 RM	2009 RM
Deposits held with licensed banks	1,389,177	1,942,635
Cash and bank balances	1,184,150	931,670
	<u>2,573,327</u>	<u>2,874,305</u>

Included in the cash and bank balances is the grant received from CMDF (net off expenses claimed) to date amounting to RM816,931(2009: RM826,931).

11 DEFERRED INCOME

This is the grant awarded by CMDF to the Association and IBFIM in relation to development and implementation of the certification programme for Islamic Financial Planners (Note 5). The balance represents the total amount received from CMDF for the Association and IBFIM to date, less accumulated eligible expenses claimed by the Association and IBFIM. The amount drawn down was based on milestones achieved based on the broad guidelines agreed with CMDF.

	2010 RM	2009 RM
At 1 January	826,931	923,450
Grant received	-	-
Utilisation of grants	(5,000)	(96,519)
At 31 December	<u>821,931</u>	<u>826,931</u>

12 ADVANCED MEMBERSHIP FEES

	2010 RM	2009 RM
Trade membership fees	5,595	23,681
Associate membership fees	52,082	119,586
Certified membership fees	378,516	416,826
	<u>436,193</u>	<u>560,093</u>

Advanced membership fees represent annual fees paid by members that relate to the unexpired periods of the membership.

13 PAYABLES

	2010 RM	2009 RM
Trade and other payables	250,073	175,101
Accruals	476,081	590,556
	<u>726,154</u>	<u>765,657</u>

Included in other accruals are allowances payable to the Board of Governors of the Association of RM11,900 (2009: RM13,050).



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