

## **MEDIA RELEASE**

*For Immediate Release*

### **8I Education and Financial Joy Institute Collaborates to Grow Value Investing Knowledge in Malaysia with Investopia 2017**

10 April 2017, KUALA LUMPUR

Investopia 2017, the first of a seminar series organised jointly together by Singapore-headquartered [8I Holdings Ltd](#) (ASX: **8IH**) (“**8IH**” or “the Group”)’s education subsidiary, [8I Education](#) (“8IE”) and Financial Joy Institute (“FJI”) to spread the knowledge of Value Investing in a full-day event, has successfully concluded on 1<sup>st</sup> April 2017 in Wisma MCA, Kuala Lumpur, Malaysia. This is the first mega-event to be held outside of Singapore by [8I Education \(Malaysia\)](#), with close collaboration with FJI’s flagship education brand - [Value Investing College](#) (“VIC”). VIC provides financial and investment education in Singapore, Malaysia, Taiwan, Thailand, Myanmar, India and Vietnam.

#### **Investopia 2017: A Utopia for Your Wealth**

With the objective to empower and inspire the Malaysian public on the concept of Value Investing, [Investopia 2017](#) featured well-known Value Investing titans in the region including: [Ken Chee](#), Executive Chairman of **8I Holdings**, [Sean Seah](#), Director of Value Investing College, as well as [Mary Buffett](#), best-selling author, international speaker, and the world’s leading authority on the subject of [Warren Buffett](#)’s investment methods.

The full-day event saw a turnout of 1,350 participants from across Malaysia, Singapore and India, seeking insights for investing in the Asian and US markets, as well as portfolio management and position sizing strategies.

#### **Public Reception Well Above Expectations Amidst Economic Uncertainty**

The weakened ringgit that has declined by more than 25% against the US dollar in the last three years has been a key concern for Malaysian investors. Recognising the gravity and impact of currency depreciation to the Malaysian public, **8I Education** has designed Investopia 2017 to address this concern through key discussions and sharings from its prolific speakers.

With a common theme of growth through Value Investment, Ken Chee spoke about investing in the Asian capital markets, while Sean Seah discussed the opportunities of investing in the US market. Mary Buffett wraps the day up

with reference to the investment philosophy of Warren Buffett and reinforced the importance of money management and investing for the future.

Gary Yeow, General Manager of 8I Education (Malaysia) Sdn Bhd believes that “the Malaysian public’s desire to stay informed amidst economic uncertainty is the main driver for the numbers in turnout and reception to Investopia 2017.” He added, “having both local and international value investing professionals weigh in and speak at this event provides a well-balanced insight to the attendees. This is also in line with 8I’s mission and commitment to empower and [inspire growth](#) through value investing.”

### **Synergistic Growth of 8I Education and Financial Joy Institute**

Following the [recent announcements](#) on 8I Education’s [acquisition of Financial Joy Institute](#), the successful completion of Investopia 2017 marks the beginning of synergistic regional growth from the merger of these financial education providers.

With the promising success of Investopia 2017, 8I Education and Financial Joy Institute see Investopia as an opportunity to reach out to regional audiences in major cities and to establish regional presence and growth for both entities. Pauline Teo, CEO of 8I Education commented, “Given the success of this event, we intend to bring Investopia to major cities in the region to highlight the importance of financial education and to promote the concept of value investing – Investopia 2017 in Malaysia is just the beginning of all our exciting plans to grow value investing knowledge in the region.”

“Investopia 2017 is by far our biggest event in Malaysia, and I would like to congratulate the team at 8I Education (Malaysia) for putting this together. This event is also made possible with the support of our partners and sponsors: [全家私房钱](#) [Money Money Home](#), [HealthLand Wellness Center](#), [Focus Malaysia](#), [AmInvestment Bank Berhad](#), [MPH Bookstores Sdn Bhd](#), [8 MAD Group](#), and [Value Investing College](#),” Pauline concluded.

(More information on Investopia 2017 is available in a separate factsheet attached.)

**ENDS**

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**About 8I Holdings Limited**

With offices in Singapore, Kuala Lumpur and Shanghai, 8I Holdings Limited ([www.8iholdings.com](http://www.8iholdings.com)) is an investment holding company focused on investing in public listed companies and private businesses based on the principles of value investing. Through 8I Education, it is also one of the leading financial education and training providers in Singapore and Malaysia, supporting its participants to build a foundation of value investing knowledge and methodology.

**About Financial Joy Institute Pte Ltd**

Financial Joy Institute provides investment courses through Value Investing College ([www.valueinvestingcollege.com](http://www.valueinvestingcollege.com)). Their signature courses, “Value Investing Bootcamp” and “Value Investing Options Strategies” cover investing strategies and options trading strategies in the United States equities market.

**FACTSHEET**  
**Investopia 2017: A Utopia for Your Wealth**

**INVEST****OPIA**

A UTOPIA FOR YOUR WEALTH

Powered by **8I** EDUCATION

**KUALA LUMPUR**  
**1 APRIL 2017**



**Investopia is a conference to share the concept of Value Investing. A concept that is constantly practiced and preached by Warren Buffett, a truly great value investor of our time.**

Investopia is a blend of two words, Invest and Utopia. The word Utopia was coined from the Greek language by Sir Thomas More for his 1516 book Utopia, describing a fictional island society in the Atlantic Ocean. The word is used to describe an ideal place, a place where it is considerably better than the contemporary society, a community or society that possesses highly desirable or nearly perfect qualities for its citizens.

When the company came up with Investopia, the idea was to create a good place to learn about investing. If you noticed, Invest is a verb and Utopia is a noun. A verb is a description of an action word, while a noun is a description for a word that represents a place, person or object. When both words are combined together, it brings out the message of creating a safe and ideal place to learn about investing, and taking action from the knowledge gain.

## Event shots:

By [TripletsProductions](#)



[Ken Chee](#), Executive Chairman of **8I** engaging the 1350-strong crowd.



[Sean Seah](#), Director of [Value Investing College](#) sharing with the audience his strategies on investing in the US market.





Best-selling author & international speaker, [Mary Buffett](#) discussing the investment philosophy of [Warren Buffett](#).



[8 MAD Group](#) team showing their support for the event.



Personnel of [AmlInvestment Bank](#) attending to participants in between sessions.



Showcase by [Focus Malaysia](#).





*Trial massage & live demonstration by [HealthLand](#).*



*Mary Buffett signs her book, [Buffettology](#), for a fan in the audience.*



*MPH Bookstores' booth provided a wide selection of investment-related titles.*



*A shot of the [organising team](#) and supporting cast with Mary Buffett.*