

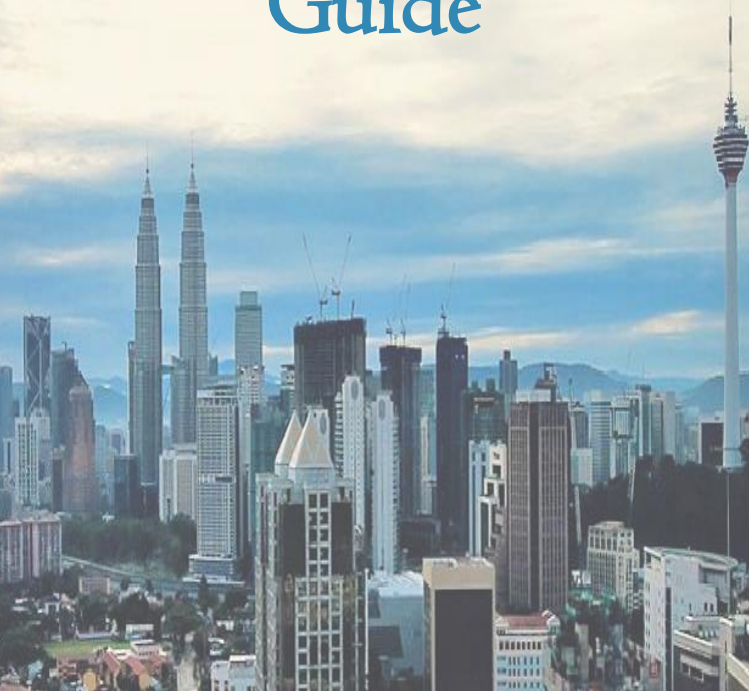
The logo for the Association of Financial Advisers (AFA) features the letters 'AFA' in a large, bold, green serif font. Below this, the words 'ASSOCIATION OF FINANCIAL ADVISERS' are written in a smaller, blue, serif font, with 'ASSOCIATION OF' and 'FINANCIAL ADVISERS' on separate lines and a thin blue horizontal line between them. At the bottom of the logo, the Malay name 'PERSATUAN PENASIHAT KEWANGAN KUALA LUMPUR' is written in a green, sans-serif font, also on two lines.

AFA

**ASSOCIATION OF
FINANCIAL ADVISERS**

**PERSATUAN PENASIHAT KEWANGAN
KUALA LUMPUR**

An Information Guide



Who Is AFA?

The Association of Financial Advisers is an association to represent the Approved Financial Advisers Firms and Licensed Financial Planning Firms in Malaysia.

The association was approved by the Registrar of Societies on 16th August 2012 with the support from Bank Negara Malaysia and Securities Commission of Malaysia.

What Does AFA Do?

AFA is an official association recognised by the regulators to benchmark the industry best practice model and also to spearhead the changes in the Malaysian financial planning landscape.

How Do AFA's Objectives Benefit Consumers?

Objective I

To create a professional, conducive and competitive environment for the licensed financial advisory/planning firms to serve the financial industry.

Clients will receive professional, affordable and independent advice from financial advisers/planners.

Objective II

To provide an interactive platform to all licensed financial advisory/planning firm members to address all practice issues, guidelines and latest developments with the regulators.

Clients will have access to the latest financial information and developments through their financial advisers/planners.

Objective III

To provide uniform standards and to uphold the best practices among members.

Clients will receive consistent, competent and client-centric service from financial advisers/planners.

How Do AFA's Objectives Benefit Consumers? – cont'd

Objective IV

To provide a platform for all stakeholders to work together in growing the financial services industry.

With the harmonious growth in the financial services industry, advisers/planners will be able to build, manage and protect consumers' interest more effectively.

Objective V

To provide education and awareness platform to protect consumer and investors' interest.

The Malaysian public will gain access to more seminars, events and roadshows for greater awareness.

AFA's Mission

Our Vision

To be the most effective voice to represent all financial adviser's firms in Malaysia.

Our Philosophy

We are dedicated to transforming lives through proper financial advice.

Our Purpose

To help members build their business.

Our Mission

To develop professional strategies with members to make a difference in the lives of financial adviser representatives.





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For More Information

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