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Maybank Asset Management (Thailand) by Maybank Group (Malaysia) is expanding business further into Thai asset management industry to mobilize overall regional corporate growth after seeing signs of economic recovery. Maybank Group (Malaysia) appointed Dr. Triphon Phumiwasana as a new CEO of Maybank Asset Management (Thailand) to expand asset management business of the group. The Maybank Asset Management (Thailand) is aiming to achieve the target AUM of 20 billion THB within 5 years by providing new investment products with strong value proposition to Thai clients.

Dr. Triphon is an investment veteran having great expertise in managing both local and foreign funds with solid economic background. Prior joining Maybank, Dr. Triphon had managed local and foreign investment at Government Pension Fund (GPF) for 5 years. Before that, he worked as an economic analyst & researcher at a world-renowned California-based Milken Institute for 7 years and published several high impact articles in his field. He got Master and PhD in Economics from Claremont Graduate University, USA.

"Adding Value to Your Investment' will be the core strategy for Maybank AM (Thailand) under my leadership." Dr. Triphon said. "Our key equation is simple. It is called B2P: 'Business + People + Process = Success'. Business is about building Asset under Management (AUM) sustainably while delivering expected investment return to our customer. We have a mission to consistently grow our business. People is

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about selecting the very top-notch specialists and emphasizing flexibility and versatility of the organization to maximize the productivity. Process is about having a crystal clear investment philosophy with reliable process and traceability. I strongly believe our B2P Equation can bring us great success for our company.”

Each fund of us will have its own unique styles while delivering great returns to our clients. Maybank AM (Thailand) will provide 3 types of core products: (1) Equity Fund – both Active and Passive Funds; (2) Fixed Income Fund including Term Fund and ASEAN Fixed Income Fund; (3) Foreign Investment Fund (FIF) offering new type of funds which do not yet offered to Thai investors.

“MayBank AM (Thailand) will be another great investment choice for investors which are driven by efficiency. The business expansion will strengthen overall Maybank Group in Thailand further. We strive to reach 20 billion THB AUM in 5 years and become medium-tier boutique AM house in the industry” Dr. Triphon said.

“Having Dr. Triphon joining our team is another significant stepping stone of Maybank Group” said Montree Sornpaisan, Co-CEO of a sister company Maybank Kim Eng Securities (Thailand). “This proves strong determination of Maybank group to be a leader in financial services across the region. Maybank Group will be investing substantially in this asset management company to get it grow continually.”

“In the near future, Dr. Triphon surely leads Maybank AM (Thailand) to introduce many interesting funds to clients especially those investing offshore to help diversify risk for our clients.” said Boonporn Boriboonsongsilp, another Co-CEO of Maybank Kim Eng Securities (Thailand).