



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

29 Jul 2024 – 10 Jan 2025

INDUSTRIAL TRAINING REPORT (MAYBANK INVESTMENT BANKING GROUP)

PREPARED BY
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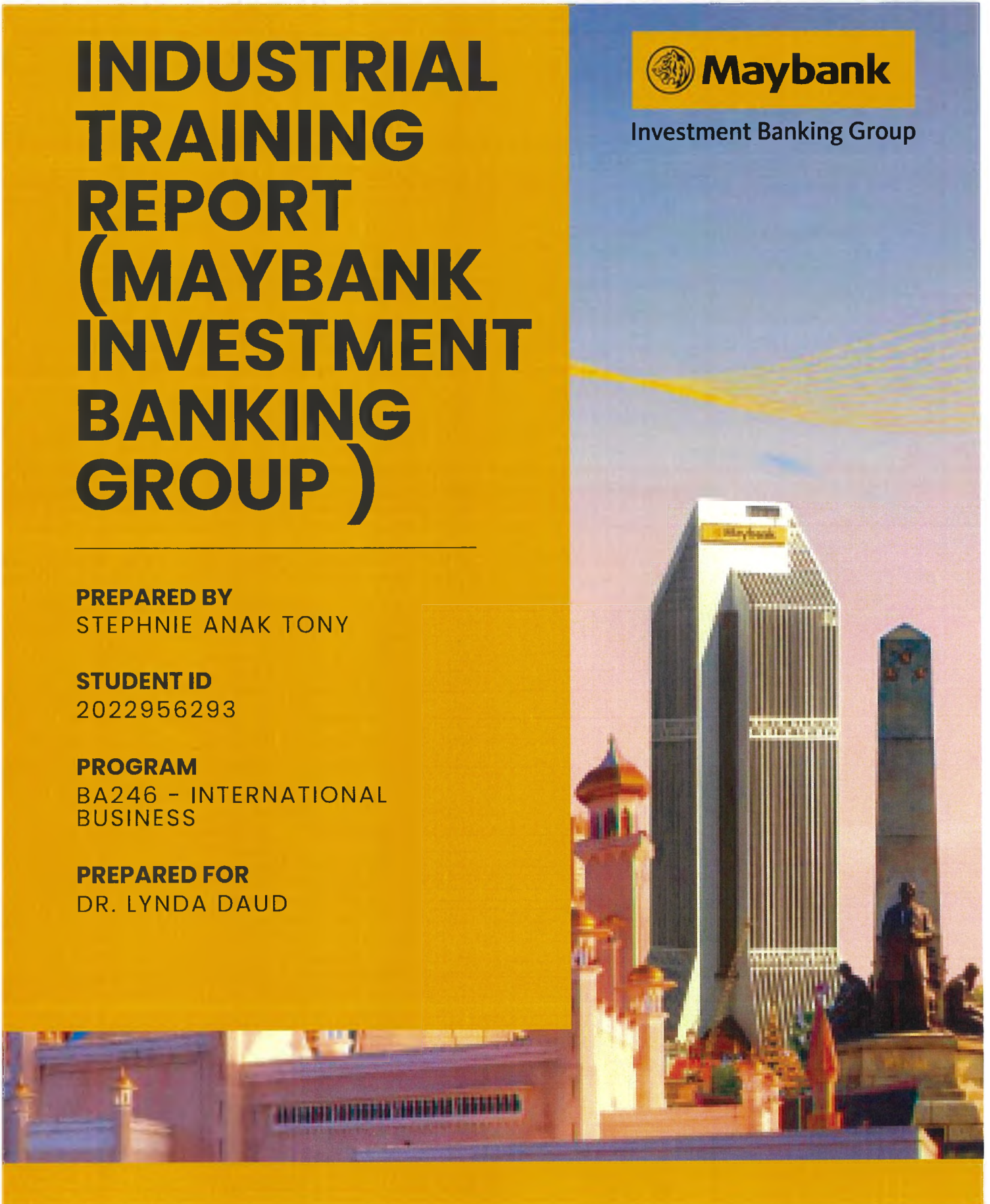
PROGRAM
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BUSINESS

PREPARED FOR
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Maybank

Investment Banking Group



SURAT KEBENARAN

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Tajuk Laporan		Nama Syarikat	MAYBANK INVESTMENT BANKING GROUP ("MIBG")

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Yang Benar



.....
Nama Pegawai : LEON KAY LI ONN

Jawatan : HEAD OF STRATEGY & TRANSFORMATION

No. Tel. :

No. Faks :

Cop jabatan/organisasi:

MAYBANK INVESTMENT BANK BERHAD
31ST FLOOR, MENARA MAYBANK
100, JALAN TUN PERAK
50050 KUALA LUMPUR
TEL. 603 20591888

EXECUTIVE SUMMARY

This report primarily outlines my internship experience with Maybank Investment Banking Group (MIBG), which began on 29th July 2024 and ended on 10th January 2025. My main objective when I started the internship was and still is to gain and expand my knowledge of the banking sector in Malaysia, finance, and investments. However, my key focus was to deepen my understanding of digital broking, as this was a central aspect of my role at MIBG during the internship.

A notable aspect of MIBG that I recently discovered is their strong emphasis on upcoming digital platform projects. I am proud to have had the opportunity to contribute to and be involved in these significant initiatives, particularly in supporting the progress of these projects. Many of us are likely familiar with the MAE by Maybank2U app, which was launched back in August 2020. Through this initiative, Maybank introduced its mobile banking and e-wallet services to enhance customer experience and accessibility.

Similar to MAE application, I worked with my project team on improving and transforming the MIBG existing product, which is the Maybank Trade app to make it more competitive in the market.

All in all, this internship was not just about fulfilling course requirements; but it also sparked my interest in investment banking, not only in Malaysia but across Southeast Asia.



Stephnie Tony
MIBG Intern

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ACKNOWLEDGEMENT



First and foremost, completing this report would not have been possible without the support of those around me, especially my colleagues, Mr. Leon, Bernice, Nadhirah, Alex T, Walid and Mabel. Since day one of my internship, they were being 100% supportive and always patience to teach me. I would like to sincerely thank everyone who contributed, both directly and indirectly, throughout the process of putting this report together.

I am especially grateful to Dr. Lynda Daud for her valuable guidance, time, and effort in helping me throughout this journey. Her assistance in providing key information and ensuring my internship to stay on track was truly appreciated.

I would also like to express my gratitude to my parents for their constant support and encouragement during the completion of this project. Lastly, I want to thank my friends for their willingness to help and for being a great support during this process.



STEPHNIE TONY

SUMMARY

To secure a business administration- related independent internship or employment where the knowledge and skills obtained during studies in Bachelor of Business Administration (Hons.) International Business can be put to use. To gain hands-on experience in a variety of administrative responsibilities, including organizing, managing, and communicating. A detail-oriented and committed individual with interpersonal abilities and ready to learn and progress during internship period.

EDUCATION**Sijil Pelajaran Malaysia (SPM)**

- Result: 6.45, 2Bs

Universiti Teknologi MARA (UiTM), Kampus Raub

Diploma in Banking Studies | CGPA: 3.74 (Graduated)

Relevant coursework:

- Banking Operations
- CRM
- Business Statistics and Law
- Investment

Pahang

July 2019 – February 2022

Universiti Teknologi MARA (UiTM), Kampus Bandaraya Melaka

Bachelor in Business Administration (Hons.) International Business | CGPA: 3.76 (October 2023)

Malacca

April 2022 – January 2025

Relevant Coursework:

- Business Administration
- International Trade
- Human Resources
- Marketing

AWARDS

- Dean List award every semester in Diploma of Banking Studies
- Vice Chancellor Award (ANC) in Diploma of Banking Studies
- Award of Excellence with the CGPA of 3.88 in the International Business Degree

July 2019 – February 2022

August 2023

June 2023

EXTRA CURRICULAR

- Vice President for volunteerism club in UiTM Raub (Kelab Gerakan Sukarelawan Mahasiswa).
 - Assisted in the planning and execution of events, conferences, and activities organized by the volunteer group.
 - Fostered a positive and inclusive volunteer culture.
 - Recruitment of new members of the organization.
- Assistant Project Leader for academic trip to Prince of Songkla University, Hatyai, Thailand.
 - Represented UiTM Kampus Bandaraya for the Journal Club activities of Prince of Songkla University.
 - Assisted the Project Leader and other team members to plan the academic trip.
- Project Leader for Community Service Responsibilities (CSR) at Rumah Kasih Tun Abdul Aziz, Melaka.
 - Developed and planned community service programs based on identified needs and priorities.
 - Coordinated logistics for community service events, including venue selection, transportation, and resource allocation.

SKILLS

- Computer: Intermediate level of Microsoft Office (Word, Excel, Powerpoint), Canva and Adobe Photoshop.
- Skills:
 - Ability to adapt to the new working environment.
 - Problem solving skill.
 - Ability to manage time efficiently and strategic planning.
 - Willingness to learn
 - Goal – oriented
- Language: Fluency in English and Bahasa Melayu.

Reference: Dr. Mohd Halim bin Mahphoth | Job: Position: Assistant Rector UiTM Bandaraya Melaka

Dr. Halim was my professor in three different courses during my International Business degree.

ABOUT MAYBANK INVESTMENT BANKING GROUP ("MIBG")



*Menara Maybank, Kuala Lumpur
(Main KL Branch)*



NAME

On 15 December 2021, Maybank Kim Eng changed its name to Maybank Investment Banking Group or Maybank IBG.

LOGO



Maybank

Investment Banking Group



The Maybank Investment Banking Group operates globally, with offices in Malaysia, Singapore, Thailand, Indonesia, Vietnam, the Philippines and Hong Kong.

LOCATION & OPERATING HOUR

Located in the heart of Kuala Lumpur, Menara Maybank was inaugurated in 1988 by Tun Dr. Mahathir Mohamad, the former Prime Minister of Malaysia. Standing at 244 meters tall with 50 floors, my office is situated on the **33rd floor**. The office operates from **8:45 AM to 5:45 PM**, Monday to Thursday, and until **4:45 PM on Fridays**.

MISSION

"Humanising Financial Services"

Their mission is to enhance the customer experience, not only through the services they provide but also through their products. Maybank continuously refreshes its offerings, focusing on three key pillars: customization, digital innovation, and social impact, to better serve customers of all ages. This is achieved by fostering strong internal and external efforts, building closer relationships with customers to understand, identify, and address their financial service needs.

VISION

"Do the right thing"

"Leave no one behind"

"Serve as a force for good"

OBJECTIVES & GOALS

"Sustainability First"

The organization is committed to driving sustainability in ASEAN by applying sustainability-first principles, practices, and strategies to foster growth. As ASEAN's advisor, investment manager, liquidity provider, and market access gateway, a sustainability-first approach is prioritized in its services. Additionally, efforts are made to reduce inequalities and support the purpose of being a Force for Good in ASEAN communities.



Organization Structure

"My big bosses"



Dato' John Chong

Maybank Group Chief
Executive Officer
("GCEO")



Michael Oh-Lau

Maybank Investment
Banking Group
Chief Executive Officer
("MIBG CEO")



Leon Koay Li Onn

Head of Strategy &
Transformation, MIBG
(Reporting Manager)

Walid Halid

Senior Manager, Strategy &
Transformation, MIBG

Mabel Koh

Manager, Strategy & Transformation, MIBG

Bernice Choi

Senior Analyst, Strategy &
Transformation, MIBG

Nadhirah Ismi

Analyst, Strategy & Transformation, MIBG

Stephnie Tony

Intern, Strategy & Transformation, MIBG

ESTABLISHMENT BACKGROUND

"MIBG Story"

Maybank Investment Bank Berhad, originally established as Asian and Euro-American Merchant Bankers Malaysia in 1973, was created to provide a full range of investment banking services.

In July 2011, following the acquisition of Kim Eng Holdings Limited, Maybank Investment Bank and Kim Eng were rebranded as the Maybank Investment Banking Group (MIBG) across the region, while retaining the name Maybank Investment Bank in Malaysia.



From left to right - Mr. Ronald Ooi, Dato' Sri Abdul Wahid Omar, Tengku Dato' Zafrul

Products offered

Maybank Investment Banking Group offers a comprehensive range of investment banking and stockbroking products and solutions for retail, mid-market, corporate, and institutional clients. Its services are divided into two main pillars: Investment Banking & Advisory and Investment Management. These include debt advisory and arrangement via bonds and sukuk, project financing, leveraged financing, loan syndication, equity capital markets solutions, and advisory services, such as mergers and acquisitions and strategic advice.

MY TRAINING REFLECTIONS

The internship started on 29th July 2024 and ended on 10th January 2025, lasting for approximately 24 weeks. This provided ample time to learn and acquire valuable skills and knowledge from the organization. During the interview process, I was given a detailed overview of the job scope, so when I joined the company, I had a clear understanding of the responsibilities I would undertake.

I was working under MIBG CEO's Office for the Strategy and Transformation department, that consists 21 headcounts in the office. The best part of working in this department is that I am working closely with some of the important individuals in MIBG leadership such as Michael Oh-Lau (MIBG CEO), Tengku Ariff (MIBG Deputy CEO), Ezrina Mahadzir (MIBG CFO) and my manager himself Leon which is the MIBG Head of Strategy and Transformation.

During my intern role with MIBG, I did a few tasks in terms of reporting, updating the project progress and deck, attended meetings and catch-ups and liaised with other departments such as the MIBG Retail Brokerage Business (RBB) - mainly focuses on MIBG retail products, MIBG Legal - mainly focuses on the legal agreements with project vendors, MIBG Risk - focuses on assessing project risks, and IT department that mainly focus on the project IT development and backlog solution.

I also get to know the Maybank Group leadership such as Dato' Khairussaleh Ramli, the President and Maybank Group CEO, Dato' John Chong, the Maybank Group CEO which I think is a real "feather in my cap".

My internship contract at Maybank Investment Banking Group includes a daily allowance of RM50. The standard working hours are from 8:45 a.m. to 5:45 p.m (Monday - Thursday) and until 4:45p.m on Fridays. However, in certain situations where I am required to work beyond these hours, I am eligible to claim overtime, with the amount calculated based on the extra hours worked.

Overall, my internship at Maybank Investment Banking Group was highly insightful, as I had the opportunity to experience and assist in managing big projects. Even the job scope was not directly related to my academic studies, it provided me with technical knowledge that complements my existing understanding of investments. In addition to the technical skills relevant to my field and I believe my internship at Maybank also helped me improve my soft skills.



STRENGTHS



- **Integrated Digital Experience:** The Maybank Trade MY mobile app enhances accessibility and ease of use for clients, promoting seamless trading and decision-making with tools for informed investments.
- **Strong Brand and Market Presence:** Maybank's long-established position in the Malaysian market and its reputation in ESG investing strengthen its appeal to a wide customer base.

RECOMMENDATION:

In order to sustain and stay relevant in the market, it is crucial for MIBG to redesign their service delivery to align with a connected flow model. This involves shifting capacity and processes to market providers while maximizing the use of financial technology, data, and analytics to generate unique insights and create added value.

WEAKNESSES



- **Intense Competition:** The financial services sector, especially in Asia, is highly competitive, with numerous local and international players such as Moomoo Trading, M+ and Robinhood as a digital broking platforms, vying for market share, which could affect profitability.
- **Limited Fund Options:** Although the platform offers a range of funds, the selection may still be limited compared to other investment platforms that offer a wider variety of investment products.

RECOMMENDATION:

To overcome the weaknesses, it is recommended for MIBG to be more open to on new ideas such as hiring new and fresh juniors as their analysts. Ambitious junior employees entering the investment banking field are eager to contribute to higher-value work. This may includes spending more time with clients, engaging in creative tasks like the ideation process, enhancing their financial modeling skills, and participating in additional training.



OPPORTUNITIES

- **Digital Transformation:** Maybank's focus on digital solutions positions the bank to capture the growing demand for tech-driven financial services.
- **Growing Market for ESG Investments:** The availability of both conventional and Shariah-compliant funds could attract a broader, more diverse customer base, including those interested in ethical investing.

RECOMMENDATION:

It is recommended that MIBG explore new opportunities, particularly in digital transformation, as fintech innovations are the future of the banking sector. While transitioning to digital may seem challenging, it will help the company stay competitive in a fast-paced market. This transformation can also boost profitability by streamlining the customer journey. For example, clients could onboard directly through the app, eliminating the need to visit a branch just to open an investment account.

THREATS

- **Regulatory Risks:** Regulatory changes related to ESG investing or the local stock market could affect MIBG's ability to offer certain products or services in the future.
- **Lengthy governance process:** While the governance process and committee approvals for certain projects are important, if the approval process takes too long and delays the **public go-live* of the application, MIBG could fall behind its competitors in the market.

RECOMMENDATION:

To avoid the threats, MIBG is recommended to leverage analytics, AI, and machine learning to simplify compliance. These technologies help automate processes, reduce costs, and enhance accuracy. As neglecting compliance can result in fines, reputational damage, and legal challenges. Therefore, ensuring proper compliance is crucial for the success and long-term viability of banks.

**public go-live: Release of the product to public.*

CONCLUSION

Overall, the SWOT analysis has highlighted several key factors that will shape the MIBG's strategy moving forward. The key strength of the MIBG is mainly on its digital broking platform such as its integrated digital experience from the Maybank Trade App combined with strong brand and market presents helps to position MIBG well for continued growth. However, weaknesses in certain areas need to be addressed and potential threats from strong market player such as Moomoo, Webull, and M+ to ensure long-term success.

To capitalize on its strengths, MIBG should focus on hiring new fresh juniors, while also investing in technology development such as the AI integration to mitigate weaknesses. By staying proactive and adaptable, MIBG can navigate the challenges ahead and continue to thrive in an increasingly competitive market.



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APPENDICES

> LAUNCH OF "MYIMPACT INVEST"



> MIBG INTRODUCTION PROGRAM WITH CFO



> MAYBANK GROUP 2024 AGM




> MAYBANK GROUP SUSTAINABILITY WEEK



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