

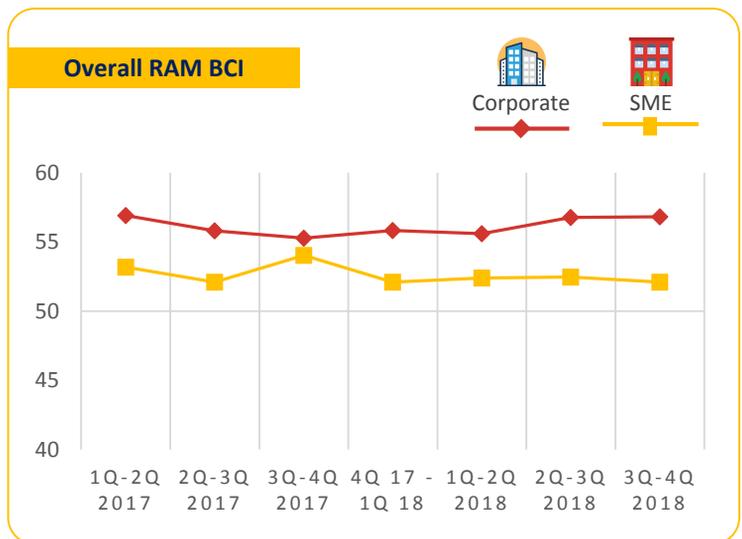
RAM Business Confidence Index

A comprehensive survey on business sentiment among Malaysian SMEs and Corporates



How is this index derived?

- The RAM Business Confidence Index (BCI) is derived from a **quarterly survey of around 3,500 firms** (comprising large corporates and SMEs) nationwide.
- Firms are surveyed via telephone interviews on their **performance expectations and operational intentions in the coming 6 months**.
- Overall indices for Corporates and SMEs as well as **breakdowns by sector, geography and other classifications such as export-orientation** can be obtained. Sub-indices by response – in terms of **investment intentions, hiring intentions, profitability outlook** – are also available.
- An index reading **above the benchmark of 50 indicates positive sentiment** while a reading **below 50 shows negative sentiment**.



Our main coverage

CORPORATES

(>RM50 mil turnover per year)

- ✓ Agriculture/Mining
- ✓ Construction
- ✓ Manufacturing
- ✓ Transport/Storage
- ✓ Wholesale

SMEs

(<RM50 mil turnover per year)

- ✓ Business Services
- ✓ Construction
- ✓ Manufacturing
- ✓ Retail
- ✓ Transport/Storage

Other insights & breakdowns

- Export- vs domestic-oriented firms
- Business locations
- Sentiment pre- and post-policy changes
- Main challenges
- E-commerce usage

SURVEY ASPECTS

Business Expansion

Level of expansion or consolidation of business activities

Capital Investment

Capex growth rate (%)

Hiring

Changes to firm headcount

Turnover

Turnover growth rate (%)

Profitability

Profitability growth rate (%)

Capacity Utilisation

Utilisation of productive capacity (%)

Access to Bank Financing

Relative ease in accessing new bank financing opportunities

Organisations that will benefit



Risk-
management
teams



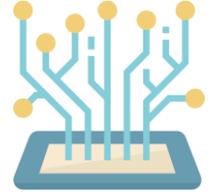
Wholesale &
retail banks



Government
bodies &
regulators



Research houses
& think tanks



Data aggregators
& distributors

How can the RAM BCI help you?

- Provides a **better understanding** of underlying macroeconomic trends from a micro perspective.
- Provides **warning signals on impending risks** and indicates turning points in the economy.
- Helps **manage operational risk** for your business and promotes operational efficiency by identifying growth areas.
- Provides **insights into firm behaviour and sentiment** on new industry developments and policy changes.
- Sheds light on structural developments that can be useful for **more effective macro policy prescriptions**.
- Enhances banks' marketing efforts in **targeting sectors and expanding loan portfolios**.

Products Available



Data
series



Quarterly
reports &
analyses

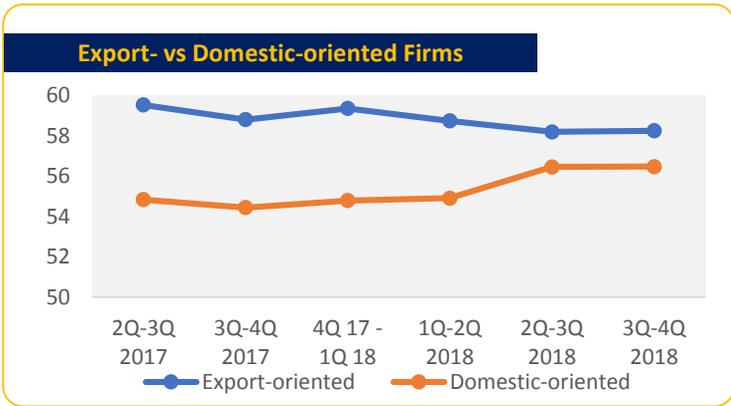
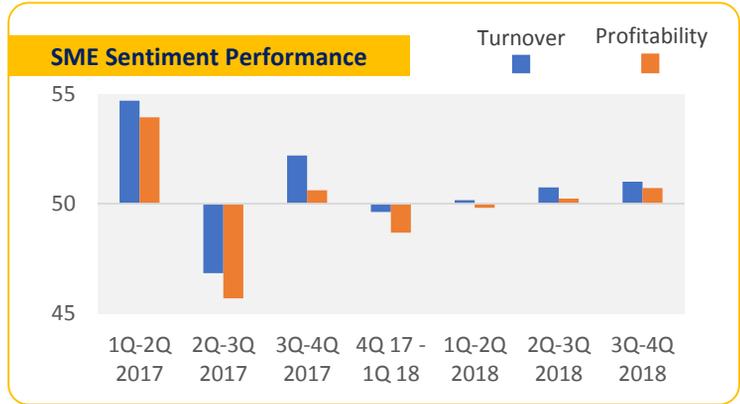


Bespoke research
e.g. industry outlook and
analysis, focus-group
sessions and thematic
studies

Some interesting analytical findings to date



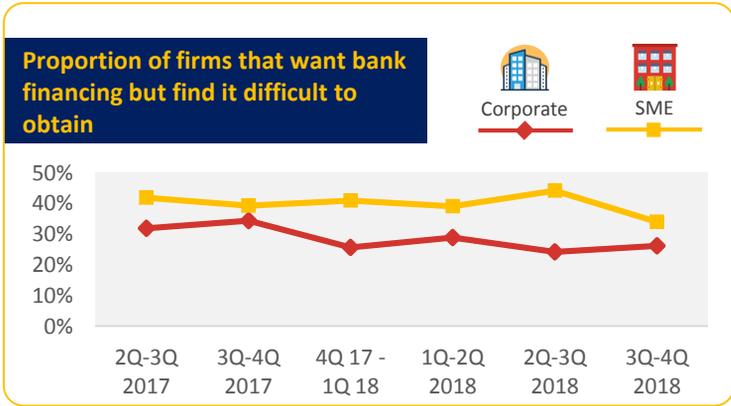
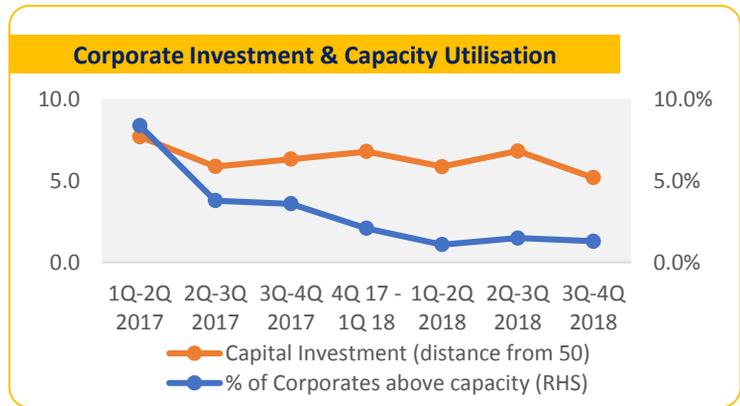
SMEs' behaviour indicates **higher sensitivity to demand outlook and changes in business costs**



Export-oriented firms first to benefit from initial global recovery, but domestic-oriented firms' sentiment catching up quickly



Investment momentum **decelerates** as capacity utilisation tapers off



SMEs still **find it more difficult to access financing** compared to Corporates

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About RAM Holdings Berhad

RAM Holdings is a leading provider of independent credit research and advisory services. RAM Holdings (formerly known as Rating Agency Malaysia Berhad) was established in November 1990 as a catalyst for the domestic debt capital market and as Malaysia's first credit rating agency. Its shareholders comprise both local and foreign financial institutions. On 1 July 2007, the rating operations were novated to a newly formed subsidiary, RAM Rating Services Berhad. Today, RAM Holdings spearheads the cultivation of new businesses and continues to provide training as well as economic research that promotes financial and credit expertise, in addition to soft skills.

For more information, log on to

www.ram.com.my

About RAM Credit Information Sdn Bhd

RAM Credit Information Sdn Bhd (RAMCI) is Malaysia's leading and trusted credit and business information bureau. It has a comprehensive database cultivated over the last 25 years. The vast majority of RAMCI's clients are financial institutions, large multinationals, professional firms and business corporations, to whom it provides various products that assist them in making critical business and credit decisions. It also collaborates with associations and cooperatives to serve their members. RAMCI's core capabilities include online credit information, credit rating and credit scoring services, monitoring and international information services, and trade bureau services.

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