

Investor Satisfaction Survey

Investor Satisfaction Survey Results

بورصة البحرين
BAHRAIN BOURSE



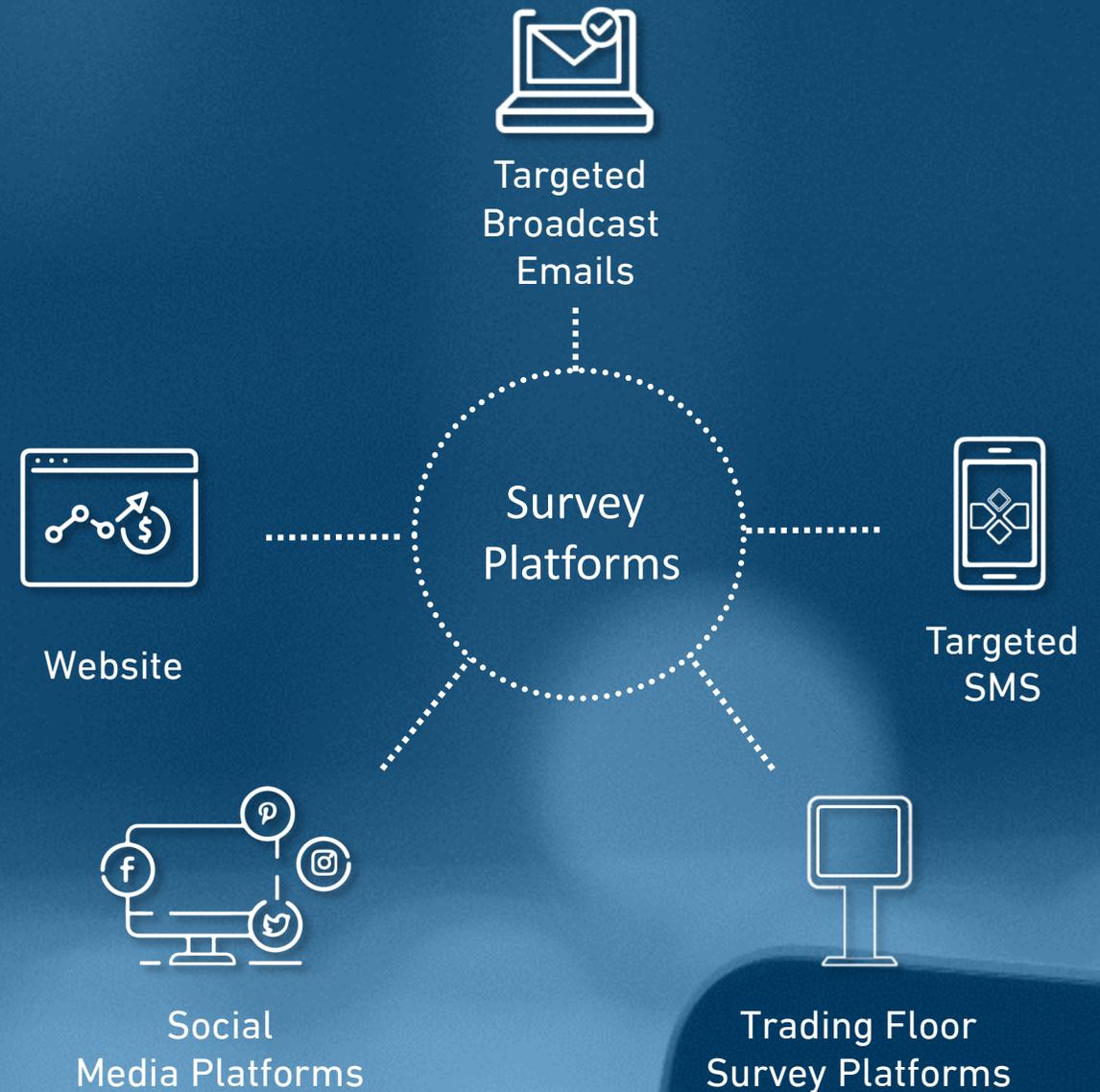
Introduction

As part of Bahrain Bourse's continuous strive for excellence and communication with various market participants including investors, and in an effort to promote greater "transparency" and "efficiency", an Investor Satisfaction Survey was launched in line with the Board of Directors recommendation, during the period from 17th November to 17th December 2020, targeting a pool of 3000 investors.

Objective

This initiative aims to support Bahrain Bourse's stakeholder engagement efforts and contribute in building open communication platforms to identify strengths and gap areas based on the evaluation of investors and the wider stakeholder group.

Distribution Methods



Executive Summary

- ▶ The majority of respondents were retail investors who have been investing in Bahrain Bourse for less than 5 years
- ▶ Bahrian Bourse website was the most preferred channel of communication for obtaining updates on BHB's news
- ▶ Shares, followed by Bonds and Sukuk were the most commonly known among Bahrain Bourse products
- ▶ The trading frequency of the majority of participants ranged between infrequent to twice a year
- ▶ The risk appetite of the majority of participants was moderate
- ▶ The dividends distribution process was rated 'Excellent'
- ▶ IBAN transfers was the most preferred method for receiving cash dividends by the participants
- ▶ More that half of the participants have an active eServices account
- ▶ Bahrain Trade online trading experience was rated 'Good'

Respondents Demographics



64%

Male

Respondents



41%

Of respondents were
Bachelors Degree
Holders



56%

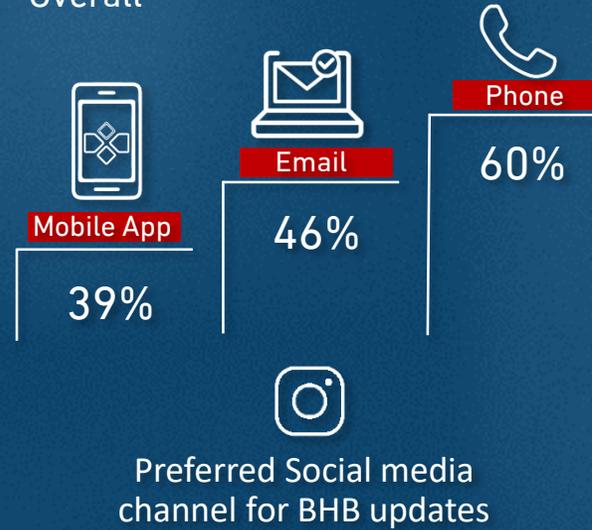
Of respondents
aged between
30-50 Years

71%

of respondents are **retail investors**
who have been investing in Bahrain
Bourse for the past **5 years or less**

Preferred Channel of Communication

Overall



71%

Website

For obtaining updates on BHB's news

50%

Mobile App and Website

For queries

Level of Awareness of BHB Products

Shares followed by Bonds & Sukuk are the most commonly known among BHB's products

Shares

Bonds & Sukuk



Investors' Trading Frequency



Limited returns
Illiquid market
Lack of knowledge

were among the top reasons impacting investors' investment decisions

Brokerage Services

Reasons for selecting the preferred authorized broker by investors



66%

Of Investors **do not trade online** via their brokers

Instructions **via phone** followed by **brokers' online trading apps** are the **preferred modes** of conducting investors' **trading transactions**

Investor Behavior



56%

Of respondents have **Moderate** appetite towards risk

The main objectives for investors' investment rationale decisions



Dividends Processing



96%

IBAN Transfers is the most **preferred method** for receiving **Cash Dividends**



Excellent

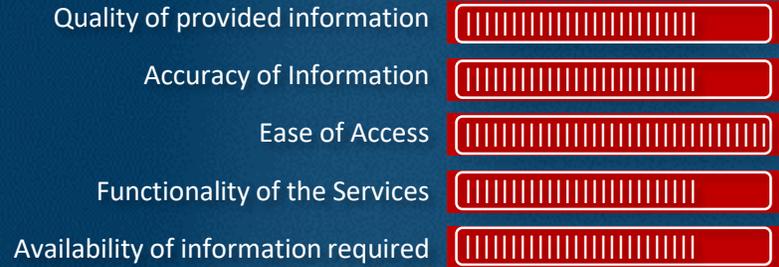
dividend processing experience in terms of **efficiency** of payment process and **accuracy** of amount received

eServices Evaluation



59%

of the respondents have an active eServices account



Bahrain Trade



81%

are unaware

of Bahrain Trade online trading solution

The remaining investors who were aware of Bahrain Trade solution came to know about it through

- Participating Bank
- News & Social Media

Bahrain Trade experience was rated

Good

Satisfaction level

Excellent

Very Good

Good



Products & Services

Trading Floor & Investor Services

BHB Website

Overall Satisfaction Level

Communication with BHB Team

Quality of Workshops & Seminars

Social Media

THANK YOU

Symbol	Bid	Bid Volume	Ask	Ask Volume	Last Price	Net Change	Total Volume	Total Value	No Of Trds	P/E Ratio
ABC\$	0.41	1000	0.420	149,990	0.415	0.000	10	1	1	6.9
ALE\$	0.710	512,871	0.710	512,871	0.710	0.000	6,272,...	1.67...	19	8.7
ARCF\$	0.375	2,742	0.375	2,742	0.415	0.000	0	0	0	14
ALBH\$	0.600	50,000	0.600	50,000	0.590	0.000	0	0	0	14
BND\$	1.147	363,640	1.147	363,640	0.051	0.000	0	0	0	14
...

Symbol	Price	Change
GFHS	0.240	0.000
GHG	0.450	0.000



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