

**IDEALIA BINTI SAMSUDIN**

ASSISTANT VICE PRESIDENT  
ISLAMIC MARKETS  
KENANGA INVESTMENT BANK BERHAD  
LEVEL 16, KENANGA TOWER  
237, JALAN TUN RAZAK  
50 400 KUALA LUMPUR  
MALAYSIA

Contact:  
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**Personal Particulars**

Age	: 40 years old	Date of Birth	: 1 <sup>st</sup> May 1983
Nationality	: Malaysian	Gender	: Female
Marital Status	: Married (with 3 kids)	NRIC	: 830501-71-5024

**Educational Background****i. Professional**

Level : Ordinary Member  
Institution : Chartered Institute of Islamic Finance Professionals (CPIF)  
Membership No. : OM00403  
Date Join : January 2016

Level : Capital Markets Services Representative's License (CMSRL)  
- Corporate Finance Advisory  
Issued by : Securities Commission (SC) Malaysia  
License No. : eCMSRL/B5923/2015  
License Issuance Date : 19 August 2015

Level : Chartered Islamic Finance Professional (CIFP)  
- Recognised by Malaysian Qualification Agency (MQA) as equivalent to a Master's degree  
Institution : International Centre for Education in Islamic Finance (INCEIF)  
Grade : Pass  
Graduation Date : February 2009

**ii. Degree**

Level : Bachelor in Accounting (Honours)  
Field of Study : Accounting  
Name of Institution : International Islamic University Malaysia (IIUM)  
CGPA : 3.62 (1<sup>st</sup> Class)  
Graduation Date : August 2006  
Location : Gombak, Malaysia

### iii. Matriculation Centre

Level : Matriculation  
Field of Study : Economics & Management Sciences  
Name of Institution : Matriculation Centre of International Islamic University Malaysia  
CGPA : 3.59  
Location : Petaling Jaya, Malaysia

### iv. Secondary School

SPM (Year 2000) : 8 A  
PMR (Year 1998) : 9 A  
School : Sekolah Menengah Kebangsaan (Agama) Naim Lilbanat  
Location : Kota Bharu, Kelantan, Malaysia

## Current Employment

Company Name : Kenanga Investment Bank Berhad (KIBB)  
Position : Assistant Vice President  
Department : Islamic Markets  
Date Joined : 19 January 2012  
Work Description :

### Project Coordinator / Management:

1. Spearhead the establishment of Islamic Banking Window (IBW) for KIBB in 2012. The KIBB IBW business had started with the commencement of Islamic Treasury Operations in April 2013 followed by Islamic Corporate Banking products in the same year.
2. Spearhead the establishment of Islamic Stockbroking Broking Window (ISBW) for KIBB in 2014. Islamic Stockbroking by Kenanga has officially commenced on 2<sup>nd</sup> November 2015 with the offering of Islamic Trading products (Phase 1) and the offering of Islamic Margin products (phase 2) on 29 November 2016.
3. KIBB's Coordinator for Securities Commission's inaugural Islamic Fintech Accelerator Programme (FIKRA) which is a 12-week Programme ended in December 2021. KIBB involved in the preliminary assessment to select Participant Cohort for 2021, participated in FIKRA Investor's Day, sponsoring the Programme and established collaboration with the selected participant from the FIKRA Programme.
4. Liaison person for KIBB to provide in-house Islamic finance / Islamic capital markets expertise to other business units and KIBB Group and act as coordinator for KIBB's IBW and ISBW to ensure adequate support is given to the respective units /departments.

### Product Specialist:

1. Involved in the product development for various Islamic products :

#### Islamic Products for KIBB:

- a. Islamic Treasury (2012)
  - i. Wadiah Interbank Investment-i
  - ii. Mudharabah Interbank Investment and Acceptance -i
  - iii. Mudharabah General Investment Account-i
  - iv. Commodity Murabahah Interbank-i
  - v. Commodity Murabahah Deposit-i

- b. Islamic Corporate Banking (2012 and 2013)
  - i. Commodity Murabahah Term Financing -i (CMTF-i)
  - ii. Commodity Murabahah Revolving Credit-i (CMRC-i)
- c. Islamic Equity Broking (2014 to 2016)
  - i. Trading Account -i
  - ii. Cash Upfront Account -i
  - iii. Collateralised Account -i (Direct)
  - iv. Collateralised Account-i (Kenanga Nominees)
  - v. Normal Margin Financing-i (M3-i)
  - vi. 2-in-1 Stocktrade Account-i (M2-i)

#### Islamic Products for Client:

- a. Islamic Leasing Product (2018)
  - i. Hire Purchase-i (Act)
  - ii. Hire Purchase-i (Non-Act)
  - iii. Ijarah (Leasing-i)

#### Sukuk Execution:

1. Involved in various sukuk execution processes, where Islamic Markets team assist Debt Market team on structuring, Islamic transaction documentation and liaising with KIBB's Shariah Committee (as the Shariah Advisor for the sukuk).
2. Latest sukuk deals involved -
  - a. Sukuk for Gabungan AQRS Berhad (2022)
  - b. Sukuk for Sin Heng Chan (Malaya) Berhad (2021)
  - c. Sukuk for SHC Capital Sdn Bhd (2020)

#### Marketing:

1. Jointly work with Client Coverage team to secure Islamic advisory business mandates i.e. for Islamic fund-raising purpose and Islamic product development.

### **Employment History**

<b>Company Name</b>	: Securities Industry Development Corporation (SIDC)		
<b>Position</b>	: Senior Executive Officer		
<b>Department</b>	: Design & Development		
<b>Date Joined</b>	: May 2009	<b>Date Left</b>	: Dec, 2011
<b>Work Description</b>	:		

#### Instructional Design:

1. Design and develop flagship, collaboration and demand driven programmes from the industry, specifically in the scope of Islamic Capital Market (ICM) including technical and professional development programmes. (Example of the programmes: Islamic Market Programme (IMP), ICM: Shariah Advisor Programme (i-Advisor) and Kursus Kewangan Islam).
2. Conduct Training Needs Assessment (TNA) to identify the areas in the ICM where training demanded by the industry. The TNA includes; conducting research, preparing questionnaires, handling focus group meetings and interviews, and consulting the subject matter experts and industry practitioners.
3. Source, recruit, interview and recommend subject matter experts/ trainers/speakers for programmes developed and coordinated.
4. Cross department function, i.e. to advice on matters related to ICM e.g. on brochures for Investors Education programme, to prepare ICM write up and publication and to do marketing for SIDC programmes, locally and internationally.

**Supervisory:**

1. Oversee the implementation of the Securities Commission's initiative to increase human capital in the Islamic capital market industry i.e. Islamic Capital Market Graduate Training Scheme (ICMGTS) Programme.
2. Supervise trainees who attached to the department (i.e. Design and Development Department) to assist on administration and operational work for the ICMGTS Programme.

**Company Name** : RHB Islamic Bank Berhad  
**Position** : Industrial Trainee (6 months training-part of CIFP Programme)  
**Department** : Strategic & Corporate Planning  
**Date Joined** : August 2008 **Date Left** : January 2009  
**Work Description** :

1. Assist the team for event / program co-ordination
2. Assist the team to arrange several sponsorship programmes / activities
3. Draft the department's policy / guideline
4. Assist the team in preparing the keynotes for the Managing Director and write-up for magazine & book chapter

**Company Name** : Ernst & Young  
**Position** : Associate 1  
**Specialization** : Auditing  
**Date Joined** : June,2006 **Date Left** : June,2007  
**Work Description** :

1. Identify clients' business risk through Test of Control (TOC), research and analysis of various industry's trends, key success factors and discussion with the management level.
2. Identify the accounting issues and deficiencies of client's companies and making recommendation for business process enhancement.
3. Review the clients' financial statement in accordance with the disclosure required by the Financial Reporting System (FRS) and Cost Accounting.

**Company Name** : PriceWaterhouseCoopers (PWC)  
**Position** : Trainee  
**Specialization** : Auditing-Assurance Service  
**Date Joined** : April 2005 **Date Left** : June 2005  
**Work Description** :

1. Assisting on the TOC for clients' business risk.
2. Assisting on the client's financial statement review.

## Achievements

### i. Professional Level

- Ordinary Member - Chartered Institute of Islamic Finance Professionals
- Capital Markets Services Representative's License (CMSRL) holder
- Chartered Islamic Finance Professional (CIFP) Bright Scholarship Award by Bank Negara Malaysia

### ii. University level

- Jabatan Perkhidmatan Awam (JPA) Scholarship to pursue Degree
- Awarded for Dean's List for 7 Semesters
- Awarded for certificate of excellent in the field of Economics & Management, for the year 2002
- Awarded for certificate of excellent in the field of Accounting for Semester 1, 2003/2004 Session & Semester 2, 2002/2003 Session

### iii. Matriculation Centre of IIUM

- Dean's List for Semester 1 & Semester 2 -2001/2002 Session

## Membership/ Curriculum

### i. University Level -IIUM:

- Assistant Director, Finance & Entrepreneurship Secretariat, 2004/2005
- Financial Controller, IN PERSON with Tun Daim Zainuddin, in conjunction with IIUM CONVOCATION FIESTA 2005
- Head Committee, Sponsorship Central, Economics & Management Sciences (EMS) FESTIVAL 2004
- Committee of Publicity & Protocol , Stall & Exhibition, EMS FESTIVAL 2003
- Committee of Finance & Entrepreneurship, EMS Society, Session 2003/2004

## Technical & Professional Courses Attended

Year	Courses Attended
2023	<ul style="list-style-type: none"> <li>▪ Training on Introduction to Green, Social and Sustainability (GSS) Bonds by International Capital Market Association (ICMA)</li> <li>▪ Training on Sustainability Linked Bonds - Context and Analysis by Malaysian Investment Banking Association (MIBA)</li> <li>▪ Training on ESG Risk Management by MIBA</li> </ul>
2022	<ul style="list-style-type: none"> <li>▪ Webinar on SRI Linked Sukuk by SC</li> <li>▪ Webinar on Anti-Money Laundering and Anti-Terrorism Financing - A Relationship Based Risk Assessment</li> </ul>
2021	<ul style="list-style-type: none"> <li>▪ Training on How Blockchain, Cryptocurrency &amp; Fintech Are Disrupting And Complementing The Financial Industry</li> </ul>
2020	<ul style="list-style-type: none"> <li>▪ SCxSC Fintech Virtual Conference by SC</li> <li>▪ Shariah Investing Virtual Conference by Bursa Malaysia</li> </ul>
2019	<ul style="list-style-type: none"> <li>▪ 15<sup>th</sup> Kuala Lumpur Islamic Forum</li> <li>▪ Training on Raising Capital &amp; Optimum Capital Structure</li> <li>▪ Training on The Future of Cryptocurrency</li> </ul>
2018	<ul style="list-style-type: none"> <li>▪ Training on Sustainability Bond</li> <li>▪ Workshop on Structuring Investment Account Products</li> <li>▪ SC-World Bank- IOSCO Conference</li> <li>▪ IFN Forum Investor (Kuala Lumpur)</li> </ul>

Year	Courses Attended
2017	<ul style="list-style-type: none"> <li>Workshop Wealth Management in Practice</li> <li>IFN Asia Forum (Kuala Lumpur)</li> <li>IFN CIS Forum (Kazakhstan)</li> </ul>
2016	<ul style="list-style-type: none"> <li>Workshop on Zakat &amp; Waqf - Based Financial Products</li> <li>Workshop on Advance Financial Modeling</li> <li>Global Islamic Finance Forum</li> </ul>
2015	<ul style="list-style-type: none"> <li>Workshop on Bonds Masterclass - Investor Motivation, Risk and Opportunities</li> <li>Workshop on Company Valuation - Methodologies &amp; Applications</li> <li>Training on Valuation of Companies and Common Pitfalls in Mergers and Acquisitions</li> <li>IFN Asia Forum (Issuers &amp; Investors Day)</li> </ul>
2014	<ul style="list-style-type: none"> <li>Training on Corporate Credit Analysis</li> <li>Training on Financial Modelling and Forecasting in Excel</li> </ul>
2013	<ul style="list-style-type: none"> <li>Training on Financial Modelling</li> </ul>
2012	<ul style="list-style-type: none"> <li>Training on Financial Accounting &amp; Reporting for Islamic Banks</li> </ul>

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- Committee of Publicity & Protocol, Stall & Exhibition, EMS FESTIVAL 2003
- Committee of Finance & Entrepreneurship, EMS Society, Session 2003/2004

### Languages Proficiency (0=Poor 10= Excellent)

Language	Bahasa Malaysia	English	Arabic
Speaking	10	9	4
Writing	10	9	4

### Additional Information

- Strength** :
- Experienced in dealing with prominent Shariah scholars for few projects i.e., Tan Sri Dr. Mohd Daud Bakar (Amanie Advisors), Dr. Aznan Hasan & Dr. Ahmad Sufian Che Abdullah.
  - Build good rapport with Islamic Capital Market Team of Bursa Malaysia and Securities Commission Malaysia.
  - Familiar with BNM's product submission process via E-Apps system;
  - Familiar with Bursa Suq Al- Sila's process for Commodity Murabahah transactions.
  - Familiar with the lodgment processes for sukuk submission to Securities Commission Malaysia.
  - Updated with relevant guidelines /regulations/ Policy Documents by Securities Commission Malaysia, Bursa Malaysia and Bank Negara Malaysia which related to Islamic finance and Islamic capital markets.
  - Ability to work in a team or independently.

**Current Salary** : RM 9,478/ month  
**Expected Salary** : RM 16,000/ month (negotiable)  
**Availability** : 3- month notice

#### Referees

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| <p><b>1. Iqbal Jusoh</b><br/>Senior Vice President / Head<br/>Islamic Markets Department<br/>Kenanga Investment Bank Berhad</p> <p>Level 16, Kenanga Tower<br/>237, Jalan Tun Razak<br/>50400 Kuala Lumpur</p> <p>Phone no.: +6012 218 8627<br/>E-mail: <a href="mailto:iqbal@kenanga.com.my">iqbal@kenanga.com.my</a></p> | <p><b>2. Pn. Ainul Roslina Ghazali</b><br/>Vice President / Head of Investment<br/>MNRB Holdings Berhad</p> <p>12<sup>th</sup> Floor, Bangunan Malaysian Re<br/>No.17, Lorong Dungun<br/>Damansara Heights, 50990 Kuala Lumpur</p> <p>Phone no.: +6012 234 0600<br/>E-mail: <a href="mailto:ainul@mnr.com.my">ainul@mnr.com.my</a></p> |
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