



**Malaysian Financial Planning Council**  
(Reg. No: 0402-04-5)  
(Incorporated under Societies Act 1966)



## CIRCULAR

**Date** : 18<sup>th</sup> February 2014  
**To** : MFPC Members  
**From** : Research & Publication Committee

### **financial 1<sup>st</sup> Magazine to Go Digital**

*Dear Member*

The National Council (NC) in its last meeting decided to produce the financial 1<sup>st</sup> in a digital version.

We are aware of the changing landscape that we live in and decided that having the magazine on an e-platform will enable members to directly download it to their devices. However, we are also aware that a number of our members prefer to receive the hard copy version of the magazine. As such we will mail the magazine to members only upon request as we get them ready for the online-only format eventually.

We will cease publishing our print edition starting June 2014. If you have previously provided us an e-mail address, please ensure it's your updated address when you renew your membership subscription for 2014. We will e-mail blast to you a link to download your magazine when the new issue is ready. We aim to effectively reach out to members through this digital medium which we envisage will be necessary in the years ahead. We are optimistic our e-version will generate our targeted number of unique visitors for every issue.

This change is a necessary move as the Council manages its resources optimally. The Council is also producing a Financial Planning Journal which will further enrich members on concrete research and studies conducted in the area of Financial Planning.

We wish to assure you that the transition is well planned and an unavoidable move that the Council has to undertake to keep afloat.

For further information, please contact the External Relations & Publicity Department, MFPC Secretariat at 03 – 6203 5899.

Thank you.

Yours sincerely

Malaysian Financial Planning Council

**Low Kai Foo**

Vice President, Research & Publication