



Brand Manifesto





Our Journey

We are Grandpine Capital, Malaysia's leading investment education platform.

The dream began in 2003, when two passionate individuals were driven by their vision to enhance & enrich the lives of all Malaysian investors through professional and world class investment education. Through the years, this vision has enabled us to assist over 5000 members in attaining financial freedom. It has also made us a major influencer of the Malaysian Stock Market, so much so that we are recognised for “The GrandPine Effect”.

For us, it is more than just a business. It is our purpose and reason for being. And we're not stopping here. Our success serves as fuel for even greater heights – to become the investment confidante and advisor most sought after by all Malaysian investors.

Our Business

We are in the business of empowering financial dreams of all Malaysians.

The reason is simple – we believe that every individual deserves to discover the path to financial freedom. It empowers us to live larger lives and realise our dreams. No one should ever go through life deprived of this transformative knowledge.

Thus, this Brand Book was born – it embodies the very essence of our strategic vision so that Team GrandPine is single minded in pursuit of our purpose. As one united team, we accelerate towards the goal of empowering, transforming and enriching lives.





Our Purpose

1

We change people's lives through our investment expertise

We want investors to take an educated & professional approach to investing rather than a speculative attitude toward it.

2

We seek to be Malaysia's most trusted and respected investment advisor

Investing should not be treated casually like a game. It entails keen strategic insights, experience and vast understanding of market factors. At GrandPine Capital, our credibility is not built overnight. It is the result of years of tried- and-tested methods, industry- leading expertise and world class analytical tools.



Our Purpose

3

We offer all Malaysians a sustainable path to Financial Freedom

Every customer we serve carries a goal. It is the dream of achieving independence from the worries of money, and thus being free to enjoy life to the fullest. As Malaysia's most respected investment education expert, we have the means to make those dreams happen.

4

We consistently raise investment standards in Malaysia

Our responsibility is not just to be the best, but to inspire the entire market place. When we deliver excellence consistently and convincingly, partners and competitors alike will step up too and create better educated investors. It all begins with us. By raising our game.



Our Purpose

5

We are Malaysia's most influential investment education platform

Time and time again, we have helped our clients to reap huge returns in the stock market and gain lasting benefits from the "GrandPine Effect". What we do goes beyond investment and finance – it is the business of enriching lives. Our knowledge and expertise empower investors to boldly grasp their dreams. Now that's influence.

6

We are one of Malaysia's most sought after employers

World class investor education is at the heart of what we do. In order to achieve that, our work environment needs to be innovative yet professional, challenging yet rewarding. This is a space where the brightest talents come to play and create magic on a daily basis.

Our Differentiators

We are looking to build not just a business, but an enduring legacy. The GrandPine Effect shall be similarly enjoyed and reaped by the future generations. Such longevity can only be ensured by a clear strategy that sets us apart.

Our Differentiators



01. Professional & Knowledgeable

We are Malaysia's most professional, effective and knowledgeable investor education and mentoring programme that delivers results to investors.



02. Pioneering

We are Malaysia's pioneering leader in professional investor education with more than 12 years of proven track record.



03. Influential

We are the only firm in this category with over 5000 members and recognised for the "GrandPine Effect" which has created numerous millionaires.



04. Gold Standard R&D

Our R&D team and our trainers are the "Gold Standard" benchmark in Malaysia. We have coached and hand-guided our investors every Friday for 52 weeks a year over the last 12 years.

Our Differentiators



05. Talent & Environment

Our talent and expertise are world class. We seek to be one of Malaysia's top employers. Our work environment is innovative, professional, collaborative, challenging, performance oriented, rewarding, exciting and fun.



06. Pioneering

We are the most holistic theory to practice, education to investment platform for retail investors in Malaysia.



07. Influential

We are the "Bloomberg Portal" for retail investors. Our tools and technology are world class with best of breed algorithm training.



Our Personality

If GrandPine Capital were a person, what sort of person would he or she be?

Our brand personality matters. It forms the basis of how our customers and stakeholders see us and relate with us. The following attributes best describe what we want people to feel when they think GrandPine Capital:



**EXPERTISE &
KNOWLEDGE**



**CUSTOMER
SERVICE
FOCUSED**



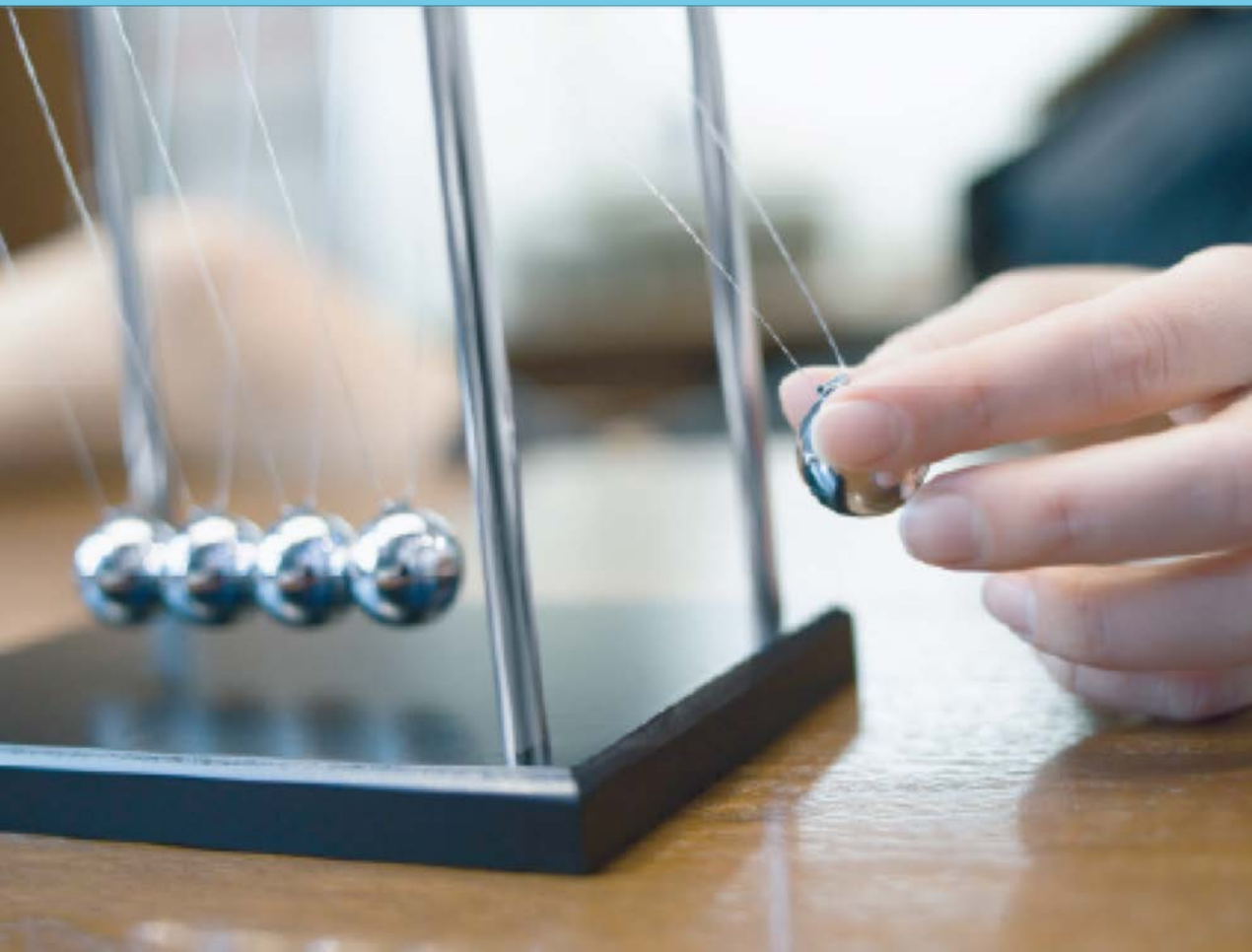
**COLLABORATION &
TEAMWORK**



**NURTURING GROWTH &
FINANCIAL FREEDOM**



**INFLUENTIAL &
IMPACTFUL**



**HIGH PERFORMANCE &
FUN WORK ENVIRONMENT**



Our Brand Positioning

We are committed to empowering, transforming and enriching all Malaysian investors with our high performance platform, tools, technology, expertise and services.

These are not just words to impress or inspire. They are, first and foremost, the truth about who we are and our place in the world.

When we know what we stand for and work as a team, we will be an unstoppable force. We will take ownership of our leadership and push new boundaries of excellence, shaping a new era in the Malaysian investment scene.

We were born out of a dream to empower financial dreams, and this dream burns even more brightly today.

松大

十大核心价值

GrandPine
10 Values

价值

Value

我们的价值来自于解决别人的问题

成长

Growth

我们的事业只在初创期或成长期里，永远不会进入成熟期或自满期

信用

Credit

信用就是松大和松大人一生的财富

真相

Truth

唯有不断的学习，而且不断的尝试，我们才会越来越接近成功的真相

领导力

Leadership

每一个松大人在自己的岗位上必需追求业内数一数二的表现。松大继续引领同业，主动承担解决业内最棘手的问题

奉献

Devotion

我们放下小我，追求大我的精神

正道

ZhenDao

我们的良心会告诉我们什么是正道，这就是我们为人处事的方法

创新

Innovative

现在的我们就在努力探索与发现未来的样子。我们热爱科技带来的生产力，在松大的每一个角落都应该找到革新

仪式感

Etiquette

我们活在当下，我们享受当下所有的恩赐

自然

Nature

我们相信回归自然就是最美的状态，自然让我们可以悠然自在地工作与生活

GrandPine
Capital

Our Tagline

Empowering Financial Dreams





**Team
GrandPine**

Empowering Financial
Dreams

