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Pheim Asset Management Sdn Bhd  
Founder and Chief Strategist (since 1994)

*Veteran investment guru with over 43 years' investment experience. Named 'Warren Buffett of Asia' (2017); 'Second Board King of Malaysia' (1998); 'Southeast Asia's Small-Cap King' (2006).*

**“Pheim has a strong presence in Asian having successfully emerged from various crises that had plagued the region in past. What were the strategies that worked then and will it still work in this age of widespread misinformation and prevalence of technology?”**

**1. Misinformation**

Our approach has been to search for the right and accurate information since in this field the problem of misinformation is ever present. We overcome the problem of widespread misinformation by conducting our own in-house research for every investment we make. Our research process would entail macro, fundamental and technical analyses, and take into account news and information relating to economic, political, business and corporate developments. News and information would go through a process of analysis, checks and verifications to ensure their authenticity, accuracy and reliability.

**2. Technology**

The second factor is that we are cognizant of the importance of technology. The use and application of technology will become more wide spread and pervasive. We do not ignore technology at our peril. No doubt, technology will replace certain jobs. The use of technology can enable us to handle certain processes more speedily and efficiently. For example, we can employ technology in the application of investment criteria and processes to make our stock screening and monitoring processes more timely and comprehensive. We can also use technology to aggregate, organize and analyze data to aid and enhance our decision making.

However, having said that, we do believe that technology does not and cannot replace the human judgement on what to buy/sell and when to buy/sell. This is because, as many have recognized, investment is more an art than a science.

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