



PART 4

STRATEGIC ENGAGEMENTS WITH STAKEHOLDERS

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INTRODUCTION

The SC's commitment to fostering a facilitative and inclusive ecosystem for the Malaysian capital market is anchored on strategic engagement and open communication with both stakeholders and the public. Recognising that shared accountability is essential to promoting sustainable growth and innovation, the SC has strengthened its approach to collaboration across the industry and beyond, ensuring that the needs and perspectives of all stakeholders are carefully considered in policy formulation and developmental initiatives.

In 2024, the SC engaged a broad range of stakeholders to pursue initiatives that emphasise sustainable and responsible investment (SRI) and the Islamic capital market (ICM). By collaborating closely with key industry participants, the SC aimed to drive impactful outcomes that align with its vision for an inclusive and resilient capital market.

Engagement efforts spanned a range of platforms, from investor education to awareness programmes and targeted media engagements, amplifying the SC's outreach to ensure stakeholders are well-informed and engaged. Internal engagements with the SC staff also continued to foster a high-performance culture, enabling the SC to meet its regulatory responsibilities more effectively.

Through these strategic engagements, the SC remains committed to cultivating a robust capital market that serves the needs of all stakeholders, facilitating Malaysia's growth as a fair, efficient, and transparent market in the global economy.

SHARED ACCOUNTABILITY

Enhancing Cybersecurity Awareness in the Capital Market

On 14 November 2024, the SC conducted a webinar session titled 'Evolving Cyber Landscape', targeting capital market entities (CMEs) as participants. The session aimed to provide an overview of the industry's current cyber security posture, focusing on trends in emerging threats and best practices. It sought to equip participants with practical strategies in navigating the evolving cyberspace and addressing vulnerabilities in their operations. The webinar featured a presentation by a leading threat intelligence organisation. It provided insights on future cyber security challenges particularly for the financial industry. The presentation highlighted vulnerabilities arising from emerging fintech technologies and supply chain dependencies approaching 2025.

The session discussed recent threat patterns in the Asia Pacific (APAC) region, noting a reduction in the total number of cyber activities. However, geopolitical conflicts have complicated the regional threat matrix, requiring precautions. The session also highlighted new risks related to the financial industry, particularly those posed by generative AI such as deepfakes and the most frequently asked questions regarding the SC's GTRM expectations. This approach ensures that all participants have a clear understanding. The webinar concluded with emphasising the SC's determination to providing CMEs with 'best practice' knowledge that aims to

elevate the level of protection and secure the entire digital ecosystem and technology infrastructure.

FACILITATIVE AND INCLUSIVE ECOSYSTEM

Micro, Small and Medium-Sized Enterprises and Mid-Tier Companies

On 23 May 2024, the SC launched the *Catalysing MSME and MTC Access to the Capital Market: 5-Year Roadmap (2024-2028)* (Roadmap), a multi-year blueprint that seeks to better position the capital market as an attractive and robust source of financing for MSMEs and MTCs while building a solid foundation for scalable and sustainable MSME and MTC capital market solutions.

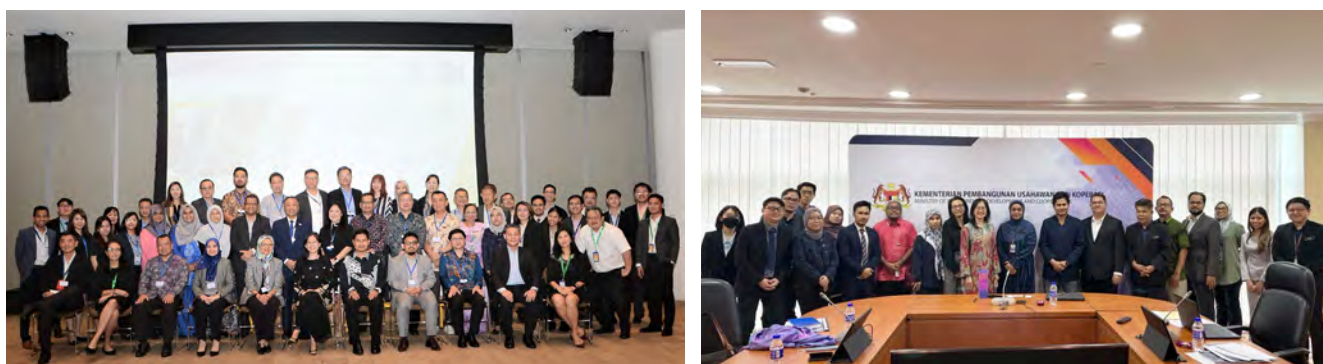
The Roadmap was launched by the Secretary-General of Treasury Datuk Johan Mahmood Merican on behalf of the Minister of Finance II, Datuk Seri Amir Hamzah Azizan. The event, held at the SC, was attended by over 400 participants comprising representatives from government ministries and agencies, MSME and MTC business owners, industry associations, research houses, and financial intermediaries.

In developing the Roadmap, a whole-of-nation approach was employed, comprising extensive engagements with key stakeholders – both from the public and private sectors. The SC conducted four





ideation and solutioning workshops attended by MSME and MTC owners, industry associations, capital market intermediaries, and government agencies, gaining greater insights into the salient financing challenges faced by MSMEs and MTCs. This was complemented by 25 bilateral engagements with several workshop participants to dive deeper into their issues and suggestions.



To garner crucial government support, the SC undertook a socialisation exercise and engaged the Prime Minister's Office and relevant ministries including the ministers of Entrepreneur Development and Cooperatives (MECD), Economy (MOE), and Investment, Trade, and Industry (MITI), to ensure that the Roadmap was aligned to the priorities and goals of each ministry. After the launch of the Roadmap, the SC continued to work closely with the government, including presenting the Roadmap at the National Entrepreneur and SME Development Council (NESDC), which is chaired by the Deputy Prime Minister, to secure further support of the ministries and agencies.

The successful implementation of the 36 initiatives identified in the Roadmap will require multi-stakeholder commitment and effort. Hence, the SC has engaged key partners to support the initiatives to position the capital

market as an attractive financing option for MSMEs and MTCs. As at December 2024, the SC has entered into two Memoranda of Understanding (MOUs). The first was a partnership with Khazanah Nasional to catalyse the growth and expansion of MTCs via an initial RM500 million investment commitment by Khazanah, as well as through various capacity-building programmes and a fundraising incubation initiative to enhance the capital market-readiness of MTCs. The other was with the Credit Guarantee Corporation (CGC) to connect MSMEs and MTCs to capital market financing solutions that best meet their financing needs via CGC's imSME platform, as well as to support the de-risking of investments in MSMEs and MTCs by extending credit guarantees to capital market solutions.

Looking ahead, the SC will continue to engage extensively with parties interested in moving the Roadmap initiatives forward.

Private Markets

KL20 Summit 2024

At the KL20 Summit 2024, spearheaded by the Ministry of Economy, the Malaysian government showcased ambitious plans to create a dynamic entrepreneurial ecosystem in the country. The aim is to create an environment that nurtures talent and attracts investment, making Malaysia a leading centre for entrepreneurship and innovation in the ASEAN region as well as a top 20 global startup hub by 2030.

In support of this national agenda, the SC participated in the summit to spotlight Malaysia as the top destination for global VCs and startups to set up their operations. The SC was one of the marquee exhibitors for the summit which was attended by GLICs, local and foreign VC/PE firms, investors, startups, and various government agencies. Under KL20, the SC is the implementing agency for the VC Golden Pass which aims to attract global or regional VCs to set up and manage funds out of Malaysia.

The KL20 Summit 2024 marked the beginning of the KL20 initiative, with discussions underway to continue the summit in 2025. In collaboration with key stakeholders, including the MOE, MOSTI, Khazanah Nasional, MAVCAP, MDEC, MRANTI, and Cradle, the

SC helped lay the groundwork for Malaysia's startup ambitions. A key insight from the summit highlighted Malaysia's unique positioning, with global VC/PE capital reserves at record highs, a neutral geopolitical stance, and strong domestic capabilities. Capitalising on these factors, Malaysia is positioned to achieve KL20's vision of becoming a top 20 global startup ecosystem by 2030.

Penang: MBAN Coffee and Conversations + Engagements

The SC also works closely with stakeholders at the state level to encourage the growth of alternative financing space in their respective agencies. On 8 January 2024, the SC participated as a keynote speaker in the Malaysian Business Angel Network (MBAN) event titled 'Coffee & Conversations: What's Next in Corporate Venturing', held at Harmonico Penang.

The event aimed to encourage discussion among corporates in northern Malaysia on corporate venture capital (CVC), and spur these corporates to begin their CVC journey. Through this event, the SC collaborated with key stakeholders including MBAN and Digital Penang. As a complement to the event, the SC also engaged CREST and Digital Penang in separate meetings to understand initiatives related to the capital market in the electrical and electronics (E&E) sector, paving the way for future collaboration between the SC and stakeholders in Penang.

Johor: NaviGate (Alternative Financing) + Engagements

On 20 May 2024, the SC organised its NaviGate event series in Iskandar Puteri, Johor, with the aim to explore sustainability practices in the alternative financing space including VC/PE. The SC collaborated with Iskandar Investment Bhd (IIB), MAVCAP, Penjana Kapital, Bintang Capital Partners and selected ECF and P2P financing operators for this event, which served as an opportunity for Malaysian MSMEs to discover alternative capital market financing avenues for green and sustainable financing needs.

Among the key takeaways from a private markets angle are insights on how VC/PE firms are adopting

sustainability considerations, standards or accreditation (e.g. UN Principles for Responsible Investment) and their implications to investment decisions in VC/PE firms. At the event, the SC also engaged with selected startups based in Johor to understand their funding needs and explore alternative financing avenues to serve their needs.

Corporate Venture Capital Programmes

In 2024, the SC introduced the Catalyst Series, a dialogue on corporate innovation, to foster engagement between corporates and startups, validate business models, attract and retain top talent as well as tackle real-world business challenges. This series was introduced in recognition that corporate venture capital is an increasingly important pillar of the investment ecosystem and that many corporates are just starting their CVC journeys and may lack knowledge, talent and connections to startups.

The inaugural dialogue explored the role of innovation in cybersecurity and its importance to corporates. It also included experience sharing and networking opportunities for corporate leaders to learn about what worked and what didn't on their respective innovation journeys.

The second instalment of the SC's Catalyst Series, which was co-organised with The Hive Southeast Asia, explored how generative AI represents a paradigm shift to problem-solving and innovation as well as the adoption of AI and the ethical considerations. The event was attended by corporations, industry leaders, policymakers, and innovators who explored the transformative potential of generative AI in the digital economy. Partners and founders at The Hive, LLC, including T.M. Ravi and Kamesh Raghavendra, and The Hive Climate AI, such as Géraldine Andrieux Gustin were also in attendance to share how generative AI is on-course to become one of the most transformative eras in human history and the role AI has in addressing climate change.

Additionally, Capital Markets Malaysia (CMM) collaborated with the Institute of Corporate Directors Malaysia (ICDM) to deepen board-level insights on the strategic value of CVC. This partnership offered

senior leaders a platform to explore best practices, governance standards, and the advantages of innovation-led investments. Key takeaways from the session highlighted a broad investor perspective on innovation across diverse business models, while acknowledging the challenges in securing quality deal flow. Participants shared that with varied investment options, expert collaboration, and portfolio-based risk management, corporations can effectively optimise returns and minimise risks in the startup sector.

These sessions reflect the SC's focus on regulatory excellence as well as internal transformation,, sustainability, and talent development, ensuring a unified approach to its priorities for 2024.

On 30 September 2024, the SC convened a management offsite to streamline its priorities for 2025 and beyond, recognising that the year ahead will be critical in delivering several high-impact initiatives. The SC's senior management worked closely to align resources and strategies, ensuring optimal preparation for the upcoming ASEAN chairmanship year, the FATF Mutual Evaluation, and the rollout of key frameworks such as the MSME Roadmap, NSRF, and the Family Office initiative.

These engagements reflect the SC's commitment to continuous improvement and collaboration, enabling its staff to deliver results that shape the capital market's future. With a clear sense of direction and aligned efforts, the SC remains steadfast in its mission to support sustainable market growth, uphold regulatory integrity, and ensure that the organisation is ready to take on the challenges of 2025.

Stakeholder Economy with SRI and ICM

Building a stakeholder economy is critical in creating a financial ecosystem where all stakeholders, comprising investors, businesses, regulators, and society, work together towards a common goal, fostering inclusive and sustainable growth. In alignment with the SC *Capital Market Masterplan 3* (CMP3), the SC is committed to elevating the ICM to its next phase of development. This strategic direction aims to ensure that Malaysia remains competitive and positions itself as a global leader and role model in the ICM.

Additionally, it aligns with the principles of *Maqasid al-Shariah*, which similarly seeks to shape a financial landscape that looks beyond profit to encompass the broader societal and ethical considerations. The integration of *Maqasid al-Shariah*, will also reinforce Malaysia's leadership role while guiding the industry towards ethical and sustainable growth in line with Islamic values.

In 2024, the SC initiated various efforts to forge and deepen relationships and in turn created new opportunities for collaboration and partnerships through conferences, roundtables, forums, and workshops. With the inherent design aligned with CMP3's objectives, the focus areas moving forward will include Islamic fintech, Islamic social finance, and impact investing, which are vital for developing a robust ICM while continuing to facilitate the existing ecosystem. By working together with key stakeholders, the SC aims to cultivate a stakeholder economy that not only meets the needs of the market but also upholds the values of *Maqasid al-Shariah*, ensuring that the ICM serves as an effective vehicle for raising funds, redistributing wealth, and driving sustainable economic development.

Advancing The ICM Shariah Adviser Fraternity – SC Nadwah of Shariah Advisers In Islamic Capital Market 2024

The 2nd edition of the SC Nadwah of Shariah Advisers in the Islamic Capital Market 2024 (SC Nadwah 2024) was organised in partnership with Bursa Malaysia on 25 April 2024 at the SC. The event provided Shariah advisers and ICM stakeholders a key platform to receive updates and stay informed of the latest resolutions from the Shariah Advisory Council (SAC) and regulatory developments in ICM. One primary area of discussion centred on the implementation of the *Maqasid Al-Shariah Guidance for Islamic Capital Market Malaysia* in Islamic finance from regional and international perspectives. The event attracted close to 250 participants, reinforcing its role in enhancing the capacity of Shariah advisers with industry-specific knowledge and expertise.

A closed-door focus group discussion with Shariah Advisers was also held in collaboration with BNM on 26 April 2024. This was to explore the future direction

of Shariah advisory services and was attended by over 50 participants, including Shariah advisers, SAC members, and senior representatives from the SC, BNM, and Bursa Malaysia.



Industry Dialogue with Shariah Advisers

On 8 March 2024, the SC organised an Industry Dialogue with Shariah Advisers in Islamic Capital Market 2024 (SC Shariah Advisers Dialogue 2024). The SC Shariah Advisers Dialogue 2024 was instrumental in enabling robust discussions on various matters including on the regulatory framework, capacity building, Shariah compliance and supervision in ICM, latest advancements in ICM, and addressing the critical issues and challenges faced by Shariah advisers in balancing compliance with innovation in this rapidly evolving sector.

A total of 50 participants attended the half day dialogue comprising Shariah advisers registered with the SC, Shariah committee members from Islamic financial institutions under BNM and other ICM stakeholders.



Fostering Innovation In Islamic Fintech – FIKRAtech Roundtable

The FIKRAtech Roundtable was held in London, UK on 4 September 2024. Building on the success of the inaugural Islamic Fintech Roundtable in 2023, the FIKRAtech Roundtable was introduced to further stimulate discussions, experience sharing, and exploration of ideas and solutions for advancing the ICM through financial technology (fintech). It was attended by 24 Malaysian and UK fintech players, organised in collaboration with Islamic Finance News (IFN) and Malaysia Digital Economy Corporation (MDEC).

The discussion centred on the following key areas:

1. The strong potential of Islamic fintech is growing, at the same time its significant challenges, particularly in accessing capital to scale up, still persist.
2. The aspired outcomes from the Collaboration between Malaysia and the UK fintech ecosystems to drive the development of globally impactful solutions.
3. The success in Islamic social fintech requires clear regulations, equal opportunities, data-driven decision-making, and a strong focus on ESG and Shariah compliance.

Amplifying Sustainability and Social Finance through ICM – SC Partners with IsDB to Advance ICM

A key ICM milestone was recorded when the SC signed an MOU with the Islamic Development Bank

(IsDB) Group on 29 April 2024 in Riyadh, Saudi Arabia. The occasion paved the way for greater co-operation in ICM and broadening the reach of Islamic fintech and social finance, particularly *waqf*. The Prime Minister of Malaysia, Dato' Seri Anwar Ibrahim and IsDB President and Chairman, Dr. Muhammad Al Jasser, witnessed the signing of the landmark MOU, the first-of-its-kind between the Malaysian capital market regulator and the multilateral development bank of the Global South.

Dato' Seri Anwar and Dr. Muhammad Al Jasser, in their meeting in March 2023, agreed that regulators, authorities and businesses in Malaysia are to work closely with IsDB to explore new areas of collaboration. These include developing and piloting innovative Islamic finance products, promoting the halal industry, and supporting MSMEs.

Under the MOU, both the SC and IsDB will collaborate in several key areas. These include facilitating innovation in Islamic fintech, promoting development of Islamic social finance, and encouraging inflow of investments. Both parties aim to increase capacity building, knowledge sharing and joint technical projects in key interest areas related to ICM, which can also be capitalised by both institutions for the benefit of other IsDB member countries.



Waqf and Islamic Capital Market Roundtable and Engagements with State Islamic Religious Councils

The Waqf and Islamic Capital Market Roundtable, organised by the SC in collaboration with the *Majlis Ugama Islam dan Adat Resam Melayu Pahang* (MUIP), took place on 15 August 2024, at the Hyatt Regency Hotel in Kuantan, Pahang. Themed

'*Merintis Pelaksanaan Wakaf Kontemporari*', the Roundtable gathered over 60 stakeholders from the *waqf* ecosystem, including government agencies, policymakers, state Islamic Religious Councils (SIRCs), Shariah advisers, academia, and market practitioners. Discussions focused on the need for innovative contemporary *waqf* models and the application of technology to enhance *waqf* management, promoting transparency, efficiency, and community involvement.

In line with the previous roundtable, the SC conducted a series of post-event meetings with SIRCs to strengthen relationships, understand challenges, and explore synergies to maximise the impact of *waqf* development in Malaysia. The SC also discussed with SIRCs on the role of the MyCIF, initiated by the Ministry of Finance to co-invest in MSMEs through ECF and P2P financing platforms for developmental efforts for *waqf* asset and market-based fundings. SIRCs have expressed enthusiasm about collaborating with the SC to expand *waqf*'s impact through MyCIF and other ICM products.

As a key component of Islamic social finance, *waqf* has significant potential to address socio-economic challenges like poverty and unemployment while integrating with Shariah-compliant funds to achieve meaningful social impact for communities.

15th SC-OCIS Roundtable 2024

With the objective of furthering global thought leadership in Islamic finance, the 15th SC-OCIS Roundtable (Roundtable), themed 'Restoring Humanity in Finance', was held in Oxford from 7 to 8 September 2024. Since its inauguration in 2010, the Roundtable continues to spur discussions and intellectual discourse on contemporary issues in Islamic finance, contributing to developmental efforts particularly in the ICM space.

Discussions encapsulated restoring the moral lens to finance practices and shifting the focus from value extraction, where resources are exploited for short-term gain, towards value creation, where financial decisions are made with a view for long-term sustainability and societal benefit. It is hoped that the outcomes of the Roundtable will lead to the application of universal values, as encapsulated in the *Maqasid al-Shariah*,

throughout a company's value chain, including from funding to the delivery of products and services, aligned to stakeholder expectations.

The Roundtable was graced by HRH Sultan Nazrin Muizzuddin Shah, Ruler of Perak Darul Ridzuan and the Royal Patron for Malaysia's Islamic Finance Initiative who delivered a special address at the OCIS Malaysia Auditorium to more than 50 international participants.

SC-World Bank Conference

The strong and long partnership between the SC and the World Bank (WB) was strengthened through the fifth edition of the SC-World Bank Conference, themed 'Empowering MSMEs: Cultivating Compassionate Growth through the Capital Market'. Held on 15 October, the conference focused on the crucial role of MSMEs in fostering equitable economic and social development. It explored how the capital market and ICM can address funding gaps through an inclusive approach aligned with *Maqasid al-Shariah*, to broaden wealth and nurture businesses within a supportive ecosystem.

The event underscored the importance of collaboration among governments, regulators, businesses, and investors, while highlighting technology, financial inclusivity, and supportive policies as key drivers for sustainable MSME growth.

Close to 300 participants from the MSME ecosystem, including government agencies, VC and PE firms, local Islamic banks, and GLICs attended the conference.

The conference's highlight was the launch of the *ESG Disclosure Assessment of Malaysia's Listed Companies and Recommendations for Policy Development*, jointly developed by the SC and the World Bank. Unveiled by Deputy Minister of Investment, Trade and Innovation, Liew Chin Tong, the report analysed the ESG practices of 90 companies listed on Bursa Malaysia and major asset owners. Key recommendations included ongoing monitoring and consultation to enhance ESG disclosures in line with the NSRF, promoting adherence to Bursa Malaysia's sustainability reporting guidelines, and encouraging ESG practices among domestic investors.

Building a Sustainable Capital Market

To effectively develop SRI policies and promote a sustainable capital market, the SC emphasises active collaboration with various stakeholders, including public policymakers. These engagements ensure that SRI strategic objectives align with broader national policies and commitments to sustainable development and climate goals, laying the foundation for the future development of SRI policies and strategies in the Malaysian capital market.

Joint Committee On Climate Change

The Joint Committee on Climate Change (JC3) remains committed to collaborating with the ministries, relevant government agencies and industry associations to advance the financial sector's response to climate-related risks, in line with national strategies and priorities.

As Co-Chairs, both the SC and BNM engaged with members and observers of JC3 on a myriad of topics and reviewed progress of ongoing work to ensure specific action plans support a just and orderly transition of the economy.

The JC3 outreach virtual session on 12 July 2024 also provided a comprehensive introduction on how the sustainability agenda is shaping the VC/PE industry both globally and regionally. This learning opportunity allowed JC3 members to deepen their understanding of how VC and PE can play a pivotal role in financing climate solutions.

The SC and BNM also hosted engagement sessions in the second half of the year, on behalf of the MOE and MOF on the *National Energy Transition Roadmap* (NETR) and Carbon Capture Utilisation and Storage (CCUS). At these sessions, the ministries facilitated discussions on the funding needs and explored suitable financing mechanisms for these projects.

In addition, JC3 in collaboration with Ministry of Natural Resources and Environmental Sustainability (NRES) hosted an engagement session on the *Rang Undang-Undang Perubahan Iklim Negara* (RUUPIN) and *Kajian Dasar Pasaran Karbon Kebangsaan* (KDKK) to gather feedback and commentary from JC3 members and

observers and other financial sector industry players on the proposed legislation and policy frameworks.

Engaging in Committees and Workshops for Collective Climate Action

The SC continues to support various government initiatives by leveraging its expertise in sustainable finance through participation in related workshops as well as memberships of various committees.

During the first quarter, the SC also participated in an engagement session hosted by the Malaysia Productivity Corporation (MPC) on the development of an ESG Certification Framework to help improve Malaysia's position in all rankings and reports such as the GGEI: Global Green Economy Index (GGEI) and International Institute for Management Development (IMD).

The SC is a member of the Malaysia Petroleum Resources Corporation (MPRC) National OGSE Sustainability Framework (NOS-F) Guide Project Committee, with a primary function to review, provide constructive feedback and approve the final report for the NOS-F Guide.

On the global front, the SC serves as an advisory committee member of the Global Islamic Finance Program (GIFP) for Climate, Nature, and Development, announced at the 2023 United Nations Climate Change Conference (COP28) in Dubai. The SC continues to provide guidance and strategic direction for the establishment and operationalisation of the GIFP, which aims to mobilise Islamic capital through blended finance solutions to support nature-based solutions (NbS). This is aimed at leveraging Malaysia's global leadership in Islamic finance and the strong alignment between Islamic finance and SRI.

The SC chairs the COMCEC Sustainability Taskforce (COMCEC STF), which was established as a platform for capital market regulators to collaborate and identify common drivers for sustainable finance. The COMCEC STF also seeks to foster long-term collaboration among member countries by advancing co-ordinated solutions for sustainable finance and reporting. Among the initiatives undertaken by the Taskforce was a baseline survey designed to assess the status of members'

regulatory frameworks, shared challenges, and limitations within the sustainable finance ecosystem. The findings from this survey will assist COMCEC STF members in developing targeted outreach programmes and ensure effective identification of capacity-building needs aligned with the Taskforce's objectives.

Promoting SRI Awareness and Capacity Building Locally and Internationally

The SC continues to engage in the active promotion of SRI through awareness and targeted capacity-building programmes. These initiatives are crucial in equipping stakeholders with the necessary knowledge and support to make informed decisions aligned with sustainability goals.

Capacity building efforts are an integral part of the agenda to foster sustainable finance. It presents opportunities to learn, consider key developing areas and exchange views to develop common approaches and solutions, to ensure that the capital market continues to meet changing global needs.

NaviGate: Capital Market Green Financing Series

The SC continues to organise programmes under NaviGate: Capital Market Green Financing Series, the SC's flagship awareness programme for green and sustainable financing.

To discover opportunities in alternative capital market financing avenues such as ECF and P2P financing platforms, the SC, supported by CMM held the first NaviGate programme of the year on 26 April 2024 in Kuala Lumpur.

The half-day programme offered insights into the process of fundraising via ECF and P2P financing, with peer sharing of experience by MSMEs and platform operators, and their motivation to raise sustainable financing through these platforms.

This was followed by the second programme on 20 May 2024, where SC and Iskandar Investment Bhd (IIB) co-hosted the NaviGate: Capital Market Green Financing Series in Johor, offering insights into fundraising via ECF and P2P financing platforms, with MSMEs sharing their journeys towards sustainable financing. The programme also aimed to increase awareness of sustainability practices from the lens of VC/PE firms, emphasising their critical role in fostering green initiatives and responsible investments.

Concurrently, the SC led a closed-door roundtable engagement with Johor state agencies and other relevant stakeholders. This session focused on discussing sustainable development and climate-friendly initiatives, exploring how these can be facilitated through the capital market.

In line with the SC's ongoing efforts to facilitate transition finance and support businesses and industries in their shift towards a net zero economy, the SC, in collaboration with the Glasgow Financial Alliance for Net Zero's Asia Pacific Network (GFANZ APAC) hosted another NaviGate programme on 9 October 2024. This programme was supported by the British High Commission Kuala Lumpur and Bursa Malaysia.

The forum titled 'Transition Investing towards Net Zero', featured discussions on globally accepted transition planning and finance guidance from the UK Transition Plan Taskforce and GFANZ. Participants also gained insights into the investment strategies of net-zero-committed investors and explored challenges and opportunities for hard-to-abate sectors, particularly the energy sector, in the transition to a low-carbon economy.

The one-day forum featured speakers from the UK Transition Plan Taskforce (UK TPT), UK His Majesty's Treasury (HMT), GFANZ APAC Network, abrdn, Bursa Malaysia as well as Kumpulan Wang Persaraan (KWAP). Over 150 participants from ministries, GLICs, asset management companies, fund management companies, financial institutions as well as corporates attended the forum.

Study Visits for Continued Learning

(a) *Japan's Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) Training Programme for Energy Transition Support for Malaysia*

From 26 February to 1 March 2024, the SC participated in AOTS' Training Programme for Energy Transition Support for Malaysia through a nomination by the Ministry of Economy. This programme, a collaboration between the governments of Japan and Malaysia, aims to provide capacity building to facilitate Malaysia's energy transition.

The Malaysian delegation also included representatives from the Ministry of Economy, Ministry of Energy Transition and Water Transformation, Ministry of Natural Resources and Environmental Sustainability, the Energy Commission, the Sustainable Energy Development Authority, the Malaysian Investment Development Authority, Petronas, and BNM.

The training programme featured discussions, sharing sessions, and site visits with Japan's Ministry of Economy, Trade and Industry, the Japan Research Institute of Innovative Technology for the Earth, Kansai Electric Power, Kawasaki Heavy Industry, and other prominent energy companies. Held across Tokyo, Kyoto, Kobe, and Osaka, the programme provided an opportunity for knowledge exchange and demonstrations of Japan's efforts and latest technologies. Additionally, the programme included insights into the financing required for energy transition, as well as the various financial instruments and structures needed to mobilise these efforts.

(b) *Capacity Building Alliance of Sustainable Investment (CASI) Green Finance Capacity Building*

On 24 and 25 June 2024, the SC participated in the Capacity Building Alliance of Sustainable Investment (CASI)'s event, which featured a two-day workshop in Hong Kong, followed by a study visit to Huzhou (Zhejiang Province in China) from 26 to 28 June 2024. At the

workshop in Hong Kong, the SC participated in a panel session titled 'Market Updates and Policy Frameworks for Sustainable Finance' where updates on taxonomy, disclosure requirements as well as sustainable financing such as SRI and SRI-linked sukuk were discussed.

The study visit featured three themes, (a) using green finance to support industrial transformation and upgrading; (b) using green finance support ecological restoration; and (c) showcasing innovative practices by financial institutions in Huzhou.

The visit to Huzhou featured site visits which allowed participants to learn more about green projects in the region. One such example was the prefabricated buildings, which significantly reduce energy consumption, require less manual labour, results in less waste and shortens time taken to complete the project. Other interesting initiatives included green battery production, innovative bamboo utilisation in replacing plastic and the national wetland parks. As the pioneer of green development, Huzhou is the world's only international co-operation demonstration zone of ecological civilisation recognised by the Conference of the Parties to the United Nations Convention on Biological Diversity, or COP15.

The event was participated by over 300 attendees from 20 jurisdictions.

Enhancing the Profiling of SRI Internationally

As a capital market regulator who is at the forefront in championing SRI and given its comprehensive approach in creating an SRI ecosystem, the SC participated in several events to share its experiences and viewpoints.

The SC is also regularly invited to speak on a wide range of sustainability topics at local and international conferences. This included events such as:

- Study Visit to Malaysia by the Kenyan Delegation on 30 January 2024 where the SC presented the SC's SRI Initiatives focusing on the Principles-Based SRI Taxonomy. The study visit was hosted by the World Bank;

- Borneo Energy Transition Conference 2024 on 27 February where the SC moderated a panel session titled, 'Accelerating New Energy Projects with Sustainable Financing Solutions', which discussed, (a) crucial building blocks as companies work towards their own transition plans; (b) real-world examples of companies leveraging the various sustainable finance frameworks as they seek to raise funding; and (c) how definitions, standards and taxonomies help achieve Malaysia's sustainability ambitions. The event was organised by MARC and SEDC Energy;
- Regional Seminar on Promoting Green Finance in ASEAN in Lao PDR on 6 March 2024, where the SC participated in a panel which covered the crucial role of regulators in unlocking green and transition finance flows in ASEAN;
- Funding Gaps to Achieve Carbon Transition Goals in ASEAN, organised by Moody's on 7 May 2024. The SC participated as a panellist on discussions around challenges for ASEAN countries that have high dependence on hard-to-abate sectors and the role of transition finance in supporting their decarbonisation journey;
- Ethical Finance ASEAN 2024: Scaling Up Sustainable Finance Virtual Summit on 8 May 2024. The SC participated as a panellist in the session titled 'COP Fireside: From Dubai to Baku – Driving Climate Finance'. The fireside discussed key outcomes for Malaysia at COP 28 from a climate finance perspective;
- Asia Investor Group on Climate Change (AIGCC) – CMM Roundtable on Malaysia's Energy Transition on 16 May 2024. The SC participated in the roundtable, where perspectives on how to support Malaysia's implementation of the NETR were shared;
- Roundtable on Blue Finance: Bonds, Sukuk and Loans co-organised by CMM and the International Finance Corporation (IFC), held on 17 May 2024 which saw discussions on the potential of blue bonds, sukuk and loans as innovative financing instruments;
- Unlocking Sustainable Financing Flows for Environmental and Social Impact in Emerging Markets: Lessons from Southeast Asia on 6 June 2024, organised by World Bank Treasury and SGX Fixed Income. The panel focused on the role of financial regulators in Southeast Asia to scale up sustainable finance including SRI sukuk and bonds and reduce climate and sustainability risks in the financial system;
- Kuala Lumpur International Sustainability Conference, hosted by the Asia School of Business on 7 June 2024 where the SC delivered the keynote address, urging regulators, corporations, academia, and civil society to collaborate and co-ordinate their actions to drive meaningful change;
- Asia Pacific Green Hydrogen Conference organised by Ministry of Energy and Environmental Sustainability Sarawak on 11 June 2024, where the SC delivered the keynote address on 'Derisking investment into green hydrogen', highlighting key case studies where the SRI Sukuk Framework has enabled Malaysian entities to issue SRI sukuk in the form of green, sustainable and social sukuk;
- Bond and Sukuk Trustee Forum on 1 August 2024, jointly organised by the SC and the Association of Trust Companies Malaysia. The SC participated as a panellist in the session on 'Sustainability and ESG Integration', covering issues such as (a) the broadening and deepening of the bond and sukuk market to meet Malaysia's sustainable development and climate change goals (b) harmonisation and transparency of sustainability-related disclosures and reporting standards and (c) how to strengthen fiduciary duty and mitigate greenwashing risks in sustainable investing as well as taxonomies;
- The 6th International Sustainable Energy Summit (ISES) 2024: International Sustainable Energy Summit organised by Sustainable Energy Development Authority (SEDA) Malaysia from 20 to 21 August 2024. The SC moderated a panel which touched on ESG-driven sustainable finance, including enabling policies, key trends and innovative financial products; and

- Empowering Sustainable Futures: Strategies for Financing the SDGs at the Malaysia SDG Summit 2024 organised by the National SDG Centre and Ministry of Economy on 18 September 2024. The SC participated in the panel session which discussed how the Malaysian capital market has been financing SDGs.

INTERNATIONAL PROFILING

International Organization Of Securities Commissions, ASEAN Capital Markets Forum And International Trade

International regulatory co-operation

The SC continues to demonstrate our commitment to global regulatory policy making and international standard-setting by being actively involved in the International Organization of Securities Commissions (IOSCO), the leading international standard-setter for securities regulation. IOSCO's membership regulates more than 95% of the world's capital markets in approximately 130 jurisdictions.

In March 2024, the SC was re-elected as the APRC representative to the governing Board of IOSCO. The re-election to the IOSCO Board is a recognition of the SC's active contribution and demonstrates the support and confidence IOSCO members have in the SC as an organisation. The SC's position on the IOSCO Board allows it to be at the forefront of global regulatory discussions and policymaking and gain relevant insights into emerging regulatory issues impacting capital markets. Close engagement with international regulatory counterparts also helps strengthen jurisdictional benchmarking which shapes domestic policies while ensuring that the SC's regulatory approach is in line with global best practices.

The SC is a member of IOSCO's Sustainable Finance Task Force (STF), where the focus of the work relates to corporate reporting (disclosure of sustainability-related information and sustainability-related assurance), promoting sound-functioning carbon markets, transition plans disclosures and green finance products in fixed income markets and ESG benchmarks. The SC formed part of the Technical Review Coordination Working

Group that assessed the International Sustainability Standards Board's (ISSB) draft climate-related disclosure standards, which ultimately led to IOSCO's endorsement of both the general and climate-related disclosure standards in June 2023. IOSCO has called on securities regulators to consider ways in which they might adopt, apply or otherwise be informed by the ISSB Standards within their jurisdictional context.

The SC subsequently launched NSRF in September 2024 which addresses the use of the standards issued by the ISSB as the baseline for sustainability reporting in Malaysia (refer to page 112 of SC Annual Report 2024).

The SC is a key member of IOSCO's Policy Committees on Emerging Risks, Secondary Market Regulation, Retail Investors as well as the Assessment Committee. In respect of IOSCO's Committee on Emerging Risks, the SC was involved in the development of the IOSCO Risk Outlook 2025/26 that reviewed emerging global risks, trends and vulnerabilities and their implications for global capital markets for the year. Within IOSCO's Committee of Retail Investors, the SC is involved in the work relating to investor education on crypto-assets, and influencers and their impact on retail investors.

Within IOSCO's Assessment Committee, the SC contributed to the development of Guidance Material for users of the *IOSCO's Assessment Methodology for the for Assessing Implementation of IOSCO Objectives and Principles of Securities Regulation*.

The SC is also a member of the IOSCO's Primary Markets Network and Diversity Network. Through the discourse in these various fora, the SC is able to gain insights and tap on relevant experience and expertise of regulators in other markets.

Within the Asia Pacific region, the SC is actively involved in the Asia Pacific Regional Committee, leading and participating in different working groups. As Chair of the APRC Small and Medium Enterprises (SME) Working Group, the SC published a Report on SME financing through regional capital markets which discussed regional SME financing needs and considered challenges and solutions to facilitate the development of effective SME financing within capital markets. In June 2024, the SC joined the newly established APRC Scams Online Working Group to exchange experiences

to mitigate scams and online harms, including curbing the promotion of unlicensed/unregistered products via social media platforms. The SC is also a member of APRC's SupTech Working Group which looks at issues and challenges of RegTech/SupTech solutions in APRC jurisdictions.

At the annual EU-Asia Pacific Regulatory Forum held in conjunction with the APRC meeting in February, senior policymakers from the European Commission and Asia Pacific securities regulators discussed key policy and market developments within the respective regions. These included areas relating to fintech (crypto assets, operational resilience and artificial intelligence) and sustainable finance (ESG disclosure, taxonomy and transition finance).

The SC is also a leading member of IOSCO's Growth and Emerging Markets (GEM) Committee, which comprises 80% of IOSCO's overall membership. As a GEM Steering Committee member and a member of the GEMC's Market Development Working Group, the SC also profiled the SC's Roadmap for catalysing SME access to the capital market in Malaysia to help shape future GEMC agenda and discussions on market development at the GEMC annual meeting that took place in December.

In November 2024, the SC collaborated with the World Federation of Exchanges (WFE) to host a dialogue in Kuala Lumpur. Held alongside the WFE's 63rd Annual General Meeting, the event was attended by over 100 senior regulators and exchange heads to address emerging issues and promote stronger collaboration in the global capital markets. The dialogue focused on three pivotal areas: the interplay between private and public markets; the roles of regulators and exchanges in advancing sustainable finance; and the impact of emerging technologies on market structure.

International Co-Operation on Cross-Border Enforcement, Supervision and Surveillance

An important priority area for the SC has been to strengthen cross-border co-operation in the areas of enforcement and supervision. Since 2007, the SC has been a signatory to the IOSCO Multilateral

Memorandum of Understanding (MMOU) on co-operation and the exchange of information, which allows the SC to obtain valuable information and evidence to support the SC's enforcement actions.

In 2024, the SC made approximately 20 requests for assistance from its international regulatory counterparts under the IOSCO MMOU. Strong co-ordination with international securities regulators through this global information sharing network has strengthened the SC's enforcement capabilities in dealing with cross-border market misconduct.

Recognising the importance of experience-sharing in the areas of cross-border supervision, enforcement and surveillance, the SC participated in the APRC Supervisory Directors' Meetings and Enforcement Directors' meetings. In June, the SC also chaired the Asia Pacific Regional Market Surveillance Dialogue in Kuala Lumpur where discussions focused on the impact of social media on trading activity and the regulatory developments on digital assets.

Strengthening Regulatory Capacity through the IOSCO Asia Pacific Hub

The IOSCO Asia Pacific Hub (Hub), established in Kuala Lumpur in 2017, continued to deliver capacity building activities for securities regulators globally. Hosted by the SC, the Hub represents IOSCO's only presence outside of its headquarters in Madrid, Spain. Since its establishment, the Hub has come to play an important role in building the regulatory capabilities of IOSCO members, with more than 2,500 participants having benefitted from the Hub's programmes.

In 2024, the Hub's capacity building covered areas relating to Anti-Money Laundering/Counter-Terrorist Financing Regulation for Virtual Assets and Virtual Asset Service Providers (a collaboration with the Financial Action Task Force), IOSCO-World Bank Workshop on Sustainability Reporting Adoption Roadmaps, Market Surveillance: Emerging Trends and Tools, Combatting Fraud and Online Scams, Jurisdictional Approaches in the regulation of Crypto and Digital Assets and Decentralised Finance, and Operational Resilience: Lessons for Regulators from CrowdStrike outage.

Moving forward, to further support capacity building efforts, the Hub will seek to collaborate with other international organisations and entities and to provide technical assistance, produce and circulate educational briefings and seminar proceedings on topics relevant to capital markets.

Driving Sustainable Finance in the ASEAN Capital Markets

The SC has been an active participant in the ASEAN Capital Markets Forum (ACMF) since its establishment in 2004. In particular, the SC has played a vital role in guiding the ACMF's sustainable finance agenda through its role as Co-Chair of the ACMF Sustainable Finance Working Group (SFWG), which was responsible for the development and publication of the *ASEAN Green, Social, Sustainability, and Sustainability-Linked Bond Standards* and the *ASEAN Sustainable and Responsible Fund Standards* between 2018 and 2022.

In 2024, the SC continued its contribution towards the field of ASEAN Sustainable Finance through its work the *ASEAN Taxonomy for Sustainable Finance*, which launched its 3rd version in March. Technical Screening Criteria (TSC) released in Version 3 outlined quantitative criteria for two additional focus sectors, namely (i) Transportation and Storage; and (ii) Construction and Real Estate, bringing the total number of focus sectors covered by the ASEAN Taxonomy to three. The new focus sectors cover activities including construction and renovation of buildings, demolition and site preparation, and acquisition and ownership of buildings, as well as urban and freight transport, and infrastructure for land, water, and air transport, among others.

The Green tiers for these new focus sectors have been aligned, where appropriate with relevant sectoral guidelines and regulations (e.g. International Maritime Organisation (IMO) 2023 GHG Emissions strategy, International Green building certifications), to ensure that the ASEAN Taxonomy remains credible, interoperable, and inclusive while reducing regulatory fragmentation. The Green tier of the ASEAN Taxonomy continues to refer to widely used international taxonomies such as the EU Taxonomy and where relevant, will be tailored according to ASEAN's unique circumstances. The Amber tiers serve as a transition category, providing a useful stepping stone for companies to learn and adjust their activities in pursuit of the green tier.

The SC has been working closely with fellow regulators in the region, and BNM to ensure the ASEAN Taxonomy is aligned with other guidelines and standards already in existence, including the *Principles-Based SRI Taxonomy* issued by the SC, and the Climate Change and Principle-based Taxonomy (CCPT) issued by BNM. Version 3 of the ASEAN Taxonomy has undergone a stakeholder consultation process in the second half of 2024, with TSCs for future versions soon to be developed.

The ACMF also released the *ASEAN Transition Finance Guidance* (ATFG) Version 2 on 22 October 2023, which addresses how an entity may assess and/or demonstrate a credible transition. Following the release of the first version of the ATFG in October 2023, the ACMF undertook a targeted stakeholder consultation process, which resulted in the introduction of several key elements to further clarify and adapt the ATFG to the needs of ASEAN.

Key additions include detailed clarification on types of transition finance available and covered by the ATFG, as well as guidance on the use and augmentation of existing reference pathways in an ASEAN context.

In October 2024, the SC officially took over as ACMF Chair from the Lao Securities Commission Office (LSCO), for the year 2025. With a vision of a more interconnected ASEAN capital market, the SC looks forward to its chairmanship, with emphasis on sustainability and inclusivity, leveraging ASEAN's key strengths of its growth, demographic dividends, and savings to GDP.

Strengthening Regional Leadership: The 41st ASEAN+3 Bond Market Forum

From 28 to 30 October 2024, Malaysia hosted the 41st ASEAN+3 Bond Market Forum (ABMF), marking the country's debut as the host of this event since its establishment in 2010. Co-organised by the SC and the Asian Development Bank (ADB), the forum was officiated by Datuk Johan Mahmood Merican, Secretary General of Treasury, Ministry of Finance Malaysia. Held at the SC, the forum brought together over 180 participants, including policymakers, regulators, and financial leaders from ASEAN+3 countries. With the theme 'Sustainable Finance and the Role of Ethics', it provided a platform to discuss sustainable finance, regional bond market integration, and cross-border settlement solutions, aligning with Malaysia's preparations for its ASEAN Chairmanship in 2025.

In his welcoming remarks, SC Chairman Dato' Mohammad Faiz Azmi emphasised that finance must transcend numbers and serve as a force for sustainable, ethical change. He highlighted Malaysia's leadership in advancing sustainable finance through innovative frameworks such as the SRI Sukuk Framework, *Maqasid Al-Shariah Guidance*, and the MyCIF. These initiatives demonstrate the SC's commitment to fostering inclusivity, building an ethical financial ecosystem, and addressing regional sustainability challenges.



A key highlight of the forum was the fireside chat between the SC Chairman and Ken Shibusawa, the great-great-grandson of Eiichi Shibusawa, the father of Japanese capitalism. The session, live-streamed globally, emphasised the need to integrate ethical values into financial practices to tackle climate challenges and build economic resilience.

The forum further reinforced Malaysia's role as a hub for bond and sukuk markets, while addressing key regional and global challenges, such as limited private sector participation in sustainability initiatives and the financing gap for sustainable infrastructure. By advocating for solutions like blended finance and collaboration through platforms such as the ASEAN Taxonomy, Malaysia demonstrated its commitment to advancing sustainable and inclusive financial solutions in the region. As Malaysia prepares to assume the ASEAN Chairmanship in 2025, the SC is committed to strengthening partnerships and promoting innovation in sustainable finance.

COMMUNICATION AND OUTREACH

Batik Lestari: Bridging the Capital Markets and Creative Industries to Empower MSME Batik Artisans

Prime Minister Dato' Seri Anwar Ibrahim emphasised the importance of batik and the need to promote its heritage of craftsmanship. Recognising this, the Prime Minister requested the SC to take the lead in promoting and championing the Malaysian batik heritage, aligning it with Malaysia's ASEAN Chairmanship 2025. This initiative marked the origin of *Batik Lestari*, a name introduced to reflect the commitment to preserving Malaysian batik cultural legacy.

For the first time, the SC collaborated with MyCV in strengthening ties between the capital market and the creative industries to empower MSME batik artisans.

'*Lestari*' is a Malay word that means 'sustainable' or 'enduring'. It often refers to something that is able to be maintained or preserved for a long time, typically in a way that is environmentally friendly or responsible. *Batik Lestari* (Sustainable Batik) embodies this concept by aiming to showcase and promote the rich legacy and artistry of Malaysian batik.

The Batik Lestari Festival was officiated by Dato' Seri Dr. Wan Azizah Dr. Wan Ismail at the SC on 5 December. Highlights included a two-day batik workshop introducing participants to the batik-making process and a showcase of 20 batik vendors, connecting artisans with corporate clients to expand their market reach.

The SC Chairman, Dato' Mohamad Faiz Azmi announced a three-year plan to further expand the scope and impact of the Batik Lestari initiative. This plan underscores the SC's continued commitment to supporting MSME batik artisans. By aligning with ASEAN's agenda,



Batik Lestari strengthens Malaysia's cultural presence while enabling artisans to access broader markets and economic opportunities.

The evening featured the 'Malam Batik Lestari' fashion show competition, celebrating diverse talents and supporting upcoming Malaysian batik entrepreneurs by providing a platform to elevate their work. Winners included the top three designs, five consolation awards, and two batik sustainability recognitions. More than 80 entries were judged on the overall presentation, cultural authenticity and creativity in adopting Malaysian motif elements by a seven-member panel of juries.



On 6 December, the festival continued with an ECF and P2P financing session, providing MSME batik vendors with insights into alternative financing options like peer-to-peer lending and funding to foster sustainable growth for their business. Additionally, MyCV provided awareness and opportunities via its agency platforms such as grants and advisory services, tailored to assist creative services.

The SC's Audit Oversight Board's Conversation with Audit Committees

To improve corporate governance in public-listed companies and increase investors' confidence in the quality and reliability of audited financial statements, engagements with audit committees (ACs) have been a key focus area for the Audit Oversight Board (AOB). ACs play an important role in the financial reporting process through their oversight of financial reporting and the audit process.

ACs are instrumental in setting the tone for the company's financial reporting process and the relationship with the independent auditor. Effective oversight by knowledgeable and independent ACs are important to enhance audit quality. Recognising this, the AOB has worked to ensure that ACs are adequately informed and equipped with relevant information to effectively carry out their oversight responsibilities over auditors and the audit process.



Sustainability was one of the focus of the conversations with the ACs. The SC through its involvement in the Advisory Committee on Sustainability Reporting (ACSR), was instrumental in the launch of the NSRF, which charts Malaysia's approach for sustainability reporting, using the disclosure standards issued by the International Sustainability Standards Board (ISSB Standards) and a framework for sustainability assurance.

In addition to these regular conversation with ACs, the AOB also shares the AOB Annual Inspection Report with ACs and have recently embarked on providing more targeted information via e-bulletin titled the AOB Alert. Available on the SC's website, the aim is to provide the ACs with regular updates on matters affecting financial reporting and audit quality.

Investor Education and Awareness

In 2024, the SC continued to carry out its investor education programmes through the InvestSmart® brand. This was done through InvestSmart®'s various initiatives and collaborations with key stakeholders to reach out to the public and identified targeted communities including vulnerable groups. This was done through various on-the-ground interactions with investors as well as leveraging on social media, digital media and other platforms to increase knowledge on investment literacy, the importance of retirement planning, and awareness on unlicensed activities and scams.

InvestSmart® organises its very own large scale annual flagship events that serves to provide and nurture investors with investment knowledge. There are two such events conducted annually, the first event, usually held earlier in the year is organised outside of the Klang Valley and the latter, within.

InvestSmart®'s other on-the-ground activities include InvestSmart®@SC, face-to-face engagements, InvestSmart® collaborative events with strategic partners such as the Financial Education Network's *Karnival Celik Kewangan* by BNM, Minggu Saham Amanah Malaysia by Permodalan Nasional (PNB), Bursa Marketplace and many more.

InvestSmart® Fest 2024

The SC, through its investor empowerment initiative, InvestSmart®, organised its annual flagship investor education event InvestSmart® Fest 2024 (ISF 2024) from 11 to 13 October 2024 at Hall 2 and 3, Mid Valley Exhibition Centre (MVEC), Mid Valley Megamall. The Fest, held annually since 2014, is intended to promote greater awareness of capital market products and services, informed investment decisions, awareness of rights and responsibilities as an investor, better financial planning and greater participation in the capital market.

The ISF 2024 highlighted key messages including importance of retirement planning, emerging concerns on Finfluencers and implications and awareness on mule bank accounts.

Held in conjunction with the IOSCO's World Investor Week 2024 and Financial Literacy Month 2024, the theme was *Bijak Labur Hidup Makmur*.

The event was officiated by Yew Yee Tee, Executive Director and General Counsel Securities Commission Malaysia on 11 October 2024. During the opening ceremony, the SC and Bursa Malaysia, took part in the 'Ring the Bell for World Investor Week' campaign. The opening also had a special appearance by Douglas Lim, a local comedian to launch a new anti-scam video by InvestSmart®.



ISF 2024 attracted more than 21,000 visitors the highest ever recorded since the annual InvestSmart began in 2014. The event was well received both from the public and 43 exhibitors comprising capital market institutions, associations, industry players and other relevant regulatory and government agencies. The three-day event showcased products and services offered by capital market intermediaries including stocks, bonds, unit trusts, private retirement schemes, ECF, P2P financing, digital investment management (DIM) and digital asset exchanges (DAX).

Featured were 23 talks and panel discussions by leading industry experts sharing their insights on the Malaysian capital market and investment opportunities available. These sessions were also broadcasted live on InvestSmart®'s Facebook and YouTube channel to reach a wider audience.

To encourage visitor engagement and interaction, a dedicated 'anti-scam zone' was introduced for the first time featuring the SC, the Association of Banks Malaysia (ABM) and National Scam Response Centre (NSRC). It served as a one-stop centre for visitors to learn more on the current scam trends and how to protect themselves. There was also the comic strip corner featuring InvestSmart® mascots with content detailing the latest investment scams out there.

As in past years, the SC in collaboration with the Financial Planning Association of Malaysia (FPAM) and the Malaysian Financial Planning Council (MFPC) made available free one-hour financial planning consultation sessions with licensed financial planners under the #FinPlan4u® initiative. This initiative attracted 367 engagements from the public.

Bersama Investsmart® @ Johor 2024

Bersama InvestSmart® is the SC's annual flagship investor education event for retail investors outside of the Klang Valley. The event, which has the same objective as InvestSmart® Fest was previously held in Kota Kinabalu in 2019, Kuching in 2022, and Penang in 2023.

For 2024, Bersama InvestSmart® was held in Johor from 17 to 19 May at the Mid Valley Exhibition Centre, Mid Valley Southkey, Johor Bahru showcasing products and services offered by capital market intermediaries while featuring seminars conducted by leading industry experts. A total of 38 exhibitors, including capital market regulators, licensed and registered intermediaries, affiliates, and governmental bodies, participated in the three-day event, which attracted more than 13,500 visitors.

#FinPlan4u® service desk was also made available attracting 160 members who obtained free one-on-one consultations from licensed financial planners.



Face-To-Face Digital Clinic For Urban B40 Including Seniors – Klinik Silap Labur Duit Lebur

In 2024, the SC collaborated with Pepper Labs Sdn Bhd, a social enterprise experienced in engaging with marginalised and B40 communities and micro-entrepreneurs to run this programme which was designed to raise awareness on scams and unlicensed activities promoted online via social media platforms. This had an outreach of 2,130 participants through 64 sessions conducted at 50 different locations.



Agen Bijak Labur Desa Programme

In 2024, the SC worked with the Ministry of Education to roll out the *Agen Bijak Labur Desa* (ABJAD) programme targeting 7,500 non-urban population nationwide with the following objectives:

- Create financially literate rural communities by enhancing their awareness on scams and illegal schemes, empowering them to safeguard their own wealth.
- Broaden the awareness of rural communities in relation to investment products to build their wealth.
- Improve the digital literacy of the rural population to encourage the use of technology particularly in relation to digital financial services and to ensure that they are well-equipped to face certain challenges.

The ministry also assisted to identify more than 20 rural secondary schools to participate in ABJAD. This was done using a 'train-the-trainers' approach where teachers and students from the identified schools are trained to be 'Agents of Change' in spreading anti-scam awareness to family members and other adults in their communities.

In 2024, the SC also collaborated with the Ministry of Rural and Regional Development (KKDW) to leverage

KKDW's existing initiatives with rural communities. The SC worked with the Ministry's 191 *Pusat Komuniti Desa* (PKD) to roll out ABJAD and also participated in the *Pusat Komuniti Desa Mobile Negeri Sarawak* in Miri. These two locations attracted over 3,100 participants.

InvestSmart® Online Series

The InvestSmart® Online Series is a webinar that provides the public with knowledge on the basics of capital market products and services and awareness on scams and unlicensed activities. Two webinars were held under this banner:

(a) OECD's Global Money Week 2024

In conjunction with the OECD's Global Money Week 2024, InvestSmart® organised an online webinar with Segi University and College on 20 March 2024. The webinar titled 'Silap Labur Duit Lebur' attracted 65 students.

(b) IOSCO's World Investor Week

In conjunction with IOSCO's World Investor Week 2024, InvestSmart® organised an online webinar for the public on 8 October 2024. The webinar was to create awareness in an area of prevailing interest namely sustainable investment for the retail investors. The webinar was attended by 63 participants.



InvestSmart® continued with its quarterly on-the-ground financial literacy programme held within the SC premises. These programmes expose targeted groups to knowledge relating to effective financial management, investing, and ways to avoid being victims of scams. The programmes held were:

- Members from the *Persatuan Pesara Kerajaan Malaysia, Bahagian Negeri Selangor* – This session was held on 22 June 2024 and attended by 108 seniors aged 55 years and above.
- Students from Tunku Abdul Rahman University of Management and Technology (TARMC) – On 27 September 2024, InvestSmart® collaborated with Bursa Young Investor Club (BYIC) which was attended by over 80 students.
- Gig workers; namely riders and drivers from GRAB – Held on 16 November 2024, 269 participated and benefited from the topic on investment and scam awareness.





- Students from Universiti Teknologi MARA (UiTM) Puncak Alam and Kolej Profesional Baitulmal Kuala Lumpur – On 30 November 2024, the session was attended by 117 students.

Outreach to Community Leaders

Awareness and engagements through community leaders is an effective way of reaching out to the masses. In 2024, the SC undertook the following through this initiative:

- On 14 August 2024, InvestSmart® was invited to moderate a forum in conjunction with the SC's Shariah Advisory Council Off-site meeting held at Masjid Sultan Ahmad Shah 1, Kuantan. The forum on 'Shariah Mislabelling' featured the Mufti of Pahang, the Mufti of Selangor and another member of SC's Shariah Advisory Council. The forum was attended by 300 participants comprising registered religious speakers, imams for the district of Kuantan and members of the public. The forum, which was also streamed live on Facebook, had approximately 2,700 views.
- InvestSmart® also embarked on the following:
 - at all mosques and suraus that hold Friday congregational prayers in Selangor.
 - Disseminated anti-scam messages to all mosques and suraus through its social media platforms and bulletins (print and online).
 - Conducted Train the Trainer (TTT) programmes through registered religious speakers (*Pemegang Tauliah Berdaftar*) with Jabatan Agama Islam Selangor (JAIS).
 - On 28 September 2024, the SC gave a talk on investment scams at a fellowship meeting hosted at St. Paul's Church, Petaling Jaya. Over 70 participants attended the session on 'Investment Scams: Exposed'.
 - In November 2024, circulated posters on '5 steps to avoid falling victim to scams' and 'latest investment scam trends' to temples (Court Hill Sri Ganesar Temple, Jalan Pudu, KL and Sri Subramaniam Swamy Temple, Batu Caves, KL). The posters were then distributed to the visitors of the temples.
 - Worked together to deliver the Friday sermon on scams and unlicensed activities

My Money & Me Programme 2024 by the Malaysian Financial Planning Council (MFPC)

InvestSmart® once again participated in MFPC's 'My Money and Me' Programme for 2024. My Money and Me is an investment literacy programme by MFPC targeting youths. MFPC organised physical workshops at six locations across the country. The SC participated in five out of the six sessions attracting over 1,437 participants.



InvestSmart® @ National Science Centre

InvestSmart® collaborated with the National Science Centre (NSC) to engage with parents and children on three occasions in 2024:

- 9 March 2024: InvestSmart® mobile van was on site during the school holidays to engage with the public to disseminate investment knowledge and anti-scam messages. This initiative attracted over 2,250 parents and children.
- 25-26 June 2024: InvestSmart® was invited to their *Hari Istimewa Sains*. The event was participated by university students as well as identified associations for the disabled. The event was officiated by Chang Lih Kang, Minister of Science, Technology and Innovation on 25 June 2024 and brought in 2,913 attendees.
- 14 September 2024: During the school holidays, InvestSmart® again had its van on site and attracted over 5,815 parents and children.

InvestSmart® @ Grab Driver Centre Open Day

The open day was an engagement platform between Grab and its driver partners to equip them with essential financial knowledge. InvestSmart® participated in this initiative under the FEN umbrella and took up a booth space and nominated a speaker to provide insights on

investor education and anti-scam awareness through a presentation titled 'Semak Sebelum Labur'. InvestSmart® engaged over 1,000 participants from 24 to 25 February 2024.

InvestSmart® X Program Madani Rakyat 2024

In 2023, the Prime Minister's Office organised a three-day event to communicate and enhance public understanding of government policies. Various ministries including the Ministry of Finance (MOF) were invited to set-up booths at the event. For 2024, MOF organised seven events across the country and InvestSmart® participated in five of them:

- *Zon Utara* in Penang from 3 to 5 May 2024. InvestSmart®, together with five other institutions/agencies joined MOF at its booth. MOF featured the SC's anti-scam awareness as a key focus during the event. The three-day event attracted more than 170,000 visitors.
- *Program MADANI Rakyat 2024 Zon Selatan* was held from 15 to 17 August at Dataran UTM Skudai, Johor Bahru, and brought in 223,048 visitors.
- *Program MADANI Rakyat 2024 Sarawakku Sayang* was held from 27 to 29 September at Perkarangan Boulevard Mall, Miri and attracted over 301,000 visitors.



- *Program MADANI Rakyat Sabah* was held from 18 to 20 October at Perkarangan Stadium Likas, Kota Kinabalu. This event attracted over 485,000 visitors over three days.
- *Program MADANI 2 Tahun* was held from 22 to 24 November at the Kuala Lumpur Convention Centre and brought in 223,047 visitors.

InvestSmart® X Bursa Marketplace Fair 2024

From 11 to 12 May 2024, InvestSmart® opened a booth at Bursa Malaysia's 'Bursa Marketplace Fair 2024'. The event was to educate and enhance investors' understanding and knowledge of the capital market and catered to all investor segments. The event was held at Suria Sabah Shopping Mall, Kota Kinabalu, and attracted 2,000 visitors.

From 9 to 10 November 2024, InvestSmart® participated at Bursa Marketplace Fair at Viva City Megamall at Kuching, Sarawak which had 15,734 attendees.



InvestSmart® X Karnival Saham Perlis

On 19 October 2024, InvestSmart® was invited to participate together with BNM under the FEN banner at Karnival Saham Perlis – Bersama Bursa Malaysia. This event was officiated by DYTM Tuanku Raja Muda Perlis. This event attracted 1,556 visitors.

InvestSmart® X Program Jelajah Anti-Scam Kebangsaan

Cyber Security Malaysia organised the Program Jelajah Anti-Scam Kebangsaan and invited InvestSmart® to participate in three events in 2024 namely on 6 May in Johor, 27 June in Kedah and on 13 November 2024 in Perak. InvestSmart® joined as a panel speaker alongside BNM and the Royal Malaysia Police to discuss the topic on scams and unlicensed activities. These three events drew a crowd of approximately 1,300 attendees.

InvestSmart® X Financial Wellness Day 2024

On 2 April 2024, InvestSmart® opened a booth at the Sime Darby Financial Wellness Day to educate Sime Darby Bhd's staff before their bonus payout to address financial concerns among the employees and foster a culture of financial literacy. The event was attended by approximately 700 staff.



InvestSmart® X E-Duit Desa Kundasang, Sabah

eDuit Desa is an initiative by BNM to enhance usage of cashless transactions in rural areas. The programme includes FE programmes to equip merchants and locals with financial management skills as they embark towards a cashless society. InvestSmart® was invited to participate in their programme in Kundasang, Sabah on 2 June 2024. The SC gave an anti-scam awareness pocket talk titled '*Silap Labur Duit Lebur*'. The event gathered 203 participants.



Minggu Saham Amanah Malaysia 2024

Organised by PNB since year 2000, the 23rd instalment of Minggu Saham Amanah (MSAM) 2024 was held at the Setia City Convention Centre (SCCC), Shah Alam from 22 to 25 August 2024. The annual event seeks to raise awareness and educate the public on investing in unit trusts, showcase PNB's investment products and investment companies; and highlight the regulatory and business environment within which the unit trust industry operates. At this event, PNB also created a dedicated section for FEN featuring booths by its members and partners, including InvestSmart®. The event attracted over 200,000 visitors over five days.

InvestSmart® X Karnival Celik Kewangan 2024

Kuantan

From 6 to 7 July 2024, InvestSmart® was invited to BNM's *Karnival Celik Kewangan* at the East Coast Mall, Kuantan, Pahang as part of the 'FEN Street', where each FEN member was given a dedicated booth. The

InvestSmart® team reached out to over 200,000 visitors over the two-day event.

Sarawak

From 15 to 17 November 2024, InvestSmart® participated in BNM's *Karnival Celik Kewangan* at the Viva City Megamall, Kuching, Sarawak as part of the 'FEN Street'. This event drew 22,400 visitors over the three days.

InvestSmart® X Festival Belia Pahang 2024

In conjunction with *Hari Belia Peringkat Negeri Pahang* organised by Ministry of Youth and Sports (KBS), InvestSmart® was invited to *Festival Belia Pahang 2024* from 26 to 28 July 2024 at Dataran Wisma Belia, Indera Mahkota, Kuantan. The event gathered youths between the ages of 18 to 40 years old. During this event, the InvestSmart® team raised awareness about investment scams to the 70,000 visitors that attended the three-day event.



InvestSmart® X PJ Startup Festival 2024

Organised by *Pusat Khidmat DUN Kampung Tunku* in collaboration with the Petaling Jaya City Council (MBPJ) and the Selangor State Government. The objective of the event was to gather the PJ and Subang communities, to raise awareness on the funding landscape available and to highlight the regulatory and business environment through a host of activities. From 17 to 18 August, InvestSmart® shared information and

knowledge on investment products and services, and anti-scam awareness. The event attracted over 5,000 visitors comprising residents, university and college students, startups and SME entrepreneurs.



InvestSmart® X FIMMAC 2024

On 12 September 2024 the Federation of Investment Managers Malaysia (FIMM) organised their annual FIMM Annual Convention (FIMMAC) themed 'Innovate and Invest' at the Vertical, Bangsar South, Kuala Lumpur. This event was attended by unit trust scheme and private retirement scheme consultants, members of the investment management industry, and the public. InvestSmart® had a booth and was a panellist on the topic 'Clarity Through Noise'. The one-day event attracted over 1,070 participants.

FEN's Financial Literacy Month 2024

FEN's Financial Literacy Month 2024 (FLM 2024) was held in October 2024, with the theme '*Bijak Wang Hidup Sejahtera*'. FLM 2024 was officiated on 1 October by Senator Datuk Seri Amir Hamzah Azizan, Minister of Finance II at Sasana Kijang, KL, followed by the flag-off of Skuad Celik Kewangan's month-long roadshow. Various activities were carried out by FEN members and partners such as nationwide roadshows, forums, symposiums, events, workshops and webinars. InvestSmart® participation in FLM 2024 were as follows:

- An exhibitor at the launch of FLM and National Financial Literacy Symposium (NFLS) 2024 from 1 to 3 October 2024.

- Organised webinar on Sustainability for retail investors.
- On 14 October 2024, during the EPF Financial Literacy Week 2024, InvestSmart® participated in the pocket talk on the topic of scams and introduction to capital market products and services. The event attracted 1,009 attendees consisting of EPF staff and the general public.

Public Service Announcements on All Television Channels, Radio Stations, and Public Transport

InvestSmart® continued its collaboration with the Ministry of Communications and Digital to promote investment literacy and anti-scam messaging nationwide via public service announcements on all television channels, radio stations, and public transportation operated by Prasarana. This collaboration allowed InvestSmart® to reach millions of Malaysians at no cost. The PSAs included the following:

- Radio announcements on all local radio stations from 1 August 2023 to 1 October 2024 to use the SC's investment checker before investing.
- TV crawler on all local television channels between 15 November 2024 to 15 February 2025, reminding the public to beware of scams perpetrated through mule bank accounts.

InvestSmart® Speaking Engagements

INCEIF University's INCEIF Discourse Series, the 12th edition

On 16 February 2024, InvestSmart® was invited to speak at the INCEIF Discourse Series on 'The Misuse of the Shariah-Compliant Label'. The session delved into the misuse of the Shariah-compliant label among the investing community, particularly by companies offering Shariah-compliant investment tools. The session garnered an audience of 77 viewers from INCEIF's faculty, students and alumni.

Kelab Pencegahan Jenayah SMK Damansara

On 24 July 2024, under the FEN banner, InvestSmart® was invited to give a talk on financial and investment scams at a programme organised by Kelab Pencegahan Jenayah SMK Damansara Jaya (SMKDJ). The programme was attended by 320 students and teachers.

BNM's Scholars Development Programme (SDP) for Pre-Departure Students 2024

BNM invited InvestSmart® to talk on investment scams on 2 August 2024 to 38 BNM scholars pursuing their studies in the US, UK and Australia. The objective was equip the students with the knowledge and skills to manage their finances while abroad.

'Financial Literacy in the 21st Century', K-Youth Programme

FEN received an invitation from Pepper Labs Sdn Bhd to speak at their K-Youth Programme. K-Youth is a youth employability initiative by Khazanah Nasional which aims to develop Malaysia's future talent. InvestSmart® gave a online talk on investment scams to 95 youths on 6 August 2024.

Amazing Seniors: Walk-A-Breakfasthon

InvestSmart® was invited by Hire Seniors to give a talk on 'Avoid Investment Scams: Learn How' on 29 September 2024 at Tropicana Gardens Mall, Kota Damansara. The event was supported by KBS and the Malaysian Women's Marathon, attracting over 500 visitors.

InvestSmart® @ IKIM FM

InvestSmart® was also featured on IKIM FM on 8 and 10 October 2024. The interview focused on raising awareness on the various types of investment scams and how to avoid them as well as to promote InvestSmart®'s flagship event.

InvestSmart X Unit Trust Experience 2024

InvestSmart® was invited by the Federation of Investment Managers Malaysia (FIMM) to give a talk on 'Case Study on Misconduct Involving UTC' on 23 November 2024. The event attracted over 2,200 visitors.



Publications – Pitch Article

Pitch Article on Mule Bank Accounts

As most scams share a common element; the use of mule bank accounts, the SC published an article on Malay-language media outlets on the topic of 'Membongkar Akaun Keldai: Cara Mengesan dan Mengelak daripada Penipuan Pelaburan (Scam)'. The article was featured in several publications, including Harian Metro, Berita Harian, Mstar, and Kosmo, reminding the public to never deposit money into a mule account and never allow their bank account to be used as a mule account.

Read more on the featured article on Harian Metro titled 'SC ambil tindakan terhadap 19 pemilik akaun keldai'.

https://www.hmetro.com.my/mutakhir/2024/12/1161263/sc-ambil-tindakan-terhadap-19-pemilik-akaun-keldai?utm_source=lumi&utm_medium=lumi_web&utm_campaign=article

Read more on the featured article on Kosmo titled 'SC ambil tindakan terhadap 19 pemilik akaun keldai'.

<https://www.kosmo.com.my/2024/12/01/sc-ambil-tindakan-terhadap-19-pemilik-akaun-keldai/>

Pelajar jadi sasaran utama sindiket cari keldai akaun

Golongan muda diperdaya kerana tidak sedar risiko undang-undang akaun digunakan aktiviti haram

Oleh Siti Ayu Kartika Ameri
blnews@bfb.com.my

Kuala Lumpur: Sasaran utama sindiket penipuan dalam talian seperti penipuan pelaburan, 'love scam', penipuan data (phishing) dan penipuan oleh menggunakan akaun keldai adalah golongan muda, termasuk pelajar.

Suruhanjaya Sekuriti Malaysia (SC) dalam kenyataan berkata, golongan yang menjadi sasaran utama sindiket berkesan termasuk pelajar muda berusia 21 hingga 30 tahun serta individu berpekerjaan rendah dan ramai yang tidak menyedari risiko undang-undang apabila akaun mereka digunakan untuk aktiviti haram.

Akaun keldai sering digunakan dalam skim pelaburan palsu yang menggunakan produk seperti saham dan mata wang kripto melalui media sosial.

"Akaun bank keldai ini membolehkan perantara utama dalam pasaran pelaburan di Malaysia dan di seluruh dunia."

"Penipu atau wakil mereka menggunakan media sosial seperti Facebook untuk mencari

mereka yang berminat untuk 'menyewakan' akaun bank untuk sesuatu bayaran.

"Bayaran tersebut mungkin secara rasmi gas (one-off), bulanan, atau komisen berdasarkan jumlah wang yang diterima melalui akaun bank keldai tersebut," kata agensi itu.

Jamri faedah tinggi
SC berkata, ramai yang tidak menyedari risiko undang-undang apabila akaun mereka digunakan untuk aktiviti haram.

Berdasarkan akaun keldai di Malaysia, penderiaan biasanya melibatkan juga pihak berkuasa kepada individu yang terdapat dalam keadaan yang memerlukan wang," katanya.

SC berkata, sehingga ini 10 pemilik akaun keldai sudah diambil tindakan pengukuasaan kerana menerima hasil daripada aktiviti haram, di mana setiap individu didenda ratusan ribu ringgit.

Ia memberitahu orang ramai supaya jangan berkongsi maklumat akaun bank ID ke orang lain, termasuk akaun bank, serta transaksi akaun bank.

SC berkata, jika terdapat akaun keldai yang digunakan untuk aktiviti haram, pengguna boleh melaporkan kepada pihak berkuasa yang berkaitan.



SC laporkan sehingga ini 10 pemilik akaun keldai diambil tindakan pengukuasaan terima hasil aktiviti haram. (Dewan Rakyat)

Scam Awareness Protect and Prevent video featuring the SC, Bursa Malaysia and PDRM

This video was a documentary on the impact scams have on people and how precautionary steps need to be taken to avoid from falling victim. This video was launched during the closing of InvestSmart® Fest.

InvestSmart® Social Media Outreach

InvestSmart® continued to make full use of its social media platforms to reach the public with bite-sized information, further educating them on capital market products and services, and awareness on scams and unlicensed activities. Numerous multi-language social media postings were made on InvestSmart®'s Facebook, Instagram, Twitter and TikTok platforms, reaching more than 16 million users in 2024.

New Anti-Scam Videos

During the, InvestSmart® 2024 two anti-scam videos were launched in collaboration with Bursa Malaysia.

New Anti-scam Video Featuring Douglas Lim



This video featured the latest investment scams with key investor education messaging. This video took a comedic twist on the types of scams that were being perpetrated. It featured Malaysia's homegrown comedian, Douglas Lim. The video was later posted on all InvestSmart® social media platforms and garnered over 1.7 million views.

PELABUR BIJAK

Tidak akan mendepositkan wang untuk tujuan pelaburan ke dalam akaun bank milik individu

RPS - Redeemable Preference Shares (Saham keutamaan boleh tebus)

IRPS - Islamic Redeemable Preference Shares (Saham keutamaan boleh tebus Islamik)

SYARIKAT

NEW INCLUSION TO

SC'S INVESTOR ALERT LIST

as of 12 June 2024

Beware of illegal investment schemes offered via social media platforms

The Securities Commission Malaysia has added the following names of unauthorised entities and individuals into the SC's Investor Alert List.

- **Corsa Futures** (<https://corsafutures.com/> | <https://www.instagram.com/corsafutures/> | <https://www.facebook.com/corsafutures>)
- **Bursa Berkah** (<https://www.facebook.com/profile.php?id=61556675199788>)

For further details, please visit www.sc.com.my/investor-alert

IN SUPPORT OF

INTERNAL ENGAGEMENTS TO DRIVE VALUE

Efficient internal engagements serve as the foundation for building alignment, fostering collaboration, and driving the SC's collective aspiration to develop and regulate the capital market. In a dynamic environment, where strategic priorities continuously evolve, these engagements ensure that every individual within the organisation remains connected to the bigger picture. By encouraging open communication and shared ownership of goals, the SC nurtures a cohesive and high-performing workforce, enabling the organisation to respond effectively to challenges, create lasting value, and deliver on its mission with clarity and purpose.

Business Planning – Townhall and Management Meeting

Building on the three-year Business Plan 2023-2025, a townhall session was held on 7 February 2024, where the SC management provided staff with key updates on enterprise developments for the year. This included the 2024 Business Plan and Corporate Scorecard, which outline the SC's regulatory and developmental priorities in alignment with national agendas. Additionally, the Townhall introduced important enterprise-wide initiatives such as the SC's Organisational Anti-Corruption Plan (OACP), the Sustainability First Initiative (SFI), and the Technology and Analytics Masterplan (TAAM), alongside key human resource updates.

Advancing SC DNA Values and Practices

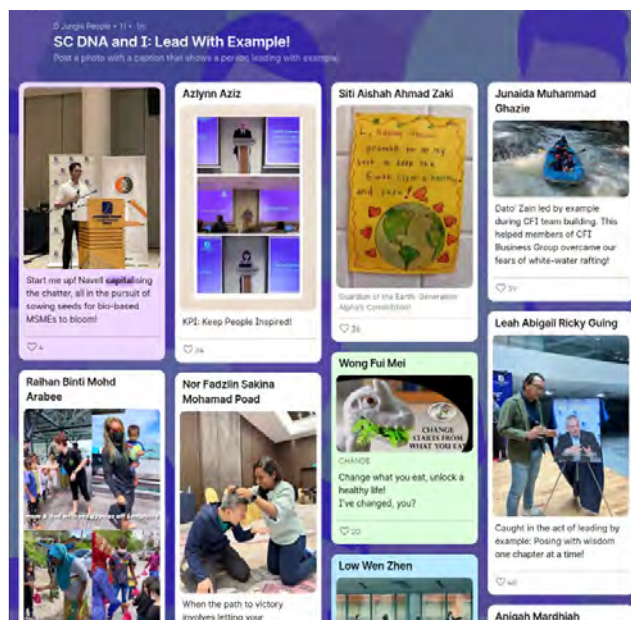
The SC DNA, introduced in March 2023 with six dimensions serves as the backbone for the SC's values and form a powerful foundation in embodying the values of a model regulator and in delivering excellence in all aspects of our work. In 2024, various interventions were curated to internalise these values

across the organisation. These interventions brought together the cross-section of the SC population via physical and virtual activities and emphasised specific touchpoints.

In cultivating a dynamic environment and in building inclusivity the interventions also strengthened the inter-department network and fostered comradeships between staff members.

Individuals who stood out as the most active participants via the trackable touchpoints were Moses Cheng Qing Wong (Analytics), Nur Atiqah Mohamad Tajuddin (Risk Management) and Siti Nur Aina Md Hussin (Corporate Surveillance).

Moving forward, the dimensions of the SC DNA has been aligned to be part of the Leadership competencies across the SC.



STRATEGIC COMMUNICATION INITIATIVES

The SC achieved a significant milestone with **4,128 news articles** published throughout the year, reflecting widespread media interest and engagement. This extensive coverage highlighted the SC's role in advancing regulatory developments, sustainability initiatives, and industry collaborations, showcasing the SC's impact and influence on key issues in the sector. The diverse range of topics covered in these articles also demonstrated the SC's commitment to transparency and communication with stakeholders.

Key media engagements include:

- **88 media releases** issued (as of December 2024), spotlighting regulatory updates and market development initiatives;
- **Seven technical briefings** to provide clarity on regulatory frameworks;
- **Five press conferences/media doorstops**, fostering real-time interaction with the press;
- **16 media interviews** featuring SC leadership, positioning them as thought leaders; and
- **Six op-eds** published, offering expert perspectives on capital market developments.

Amplifying Key Initiatives

The SC leadership amplified its thought leadership through **36 impactful speeches**, including **30 delivered by the Chairman** and **six by the Executive**

Team, at key forums. These speeches were prominently covered in the media and helped to further establish the SC as a leading voice in the capital market industry.

Supporting MSMEs and Sustainability

A highlight of the SC's communications efforts in 2024 was the extensive coverage of the SC's *Catalysing MSME and MTC Access to the Capital Market: 5-Year Roadmap*. The launch event itself received over 200 pieces of coverage, reflecting broad interest and support across media platforms.

The potential audience of the initiative exceeded 6 million, which was further increased by industry commentary and support from important stakeholders who praised the SC's efforts to provide a strong framework to support this segment.

Another notable mention was the SC-OCIS Roundtable in the UK, where HRH Sultan Nazrin Shah delivered a keynote on 'Restoring Humanity in Finance'. The full text of his speech was featured in The Edge, helping to spotlight the SC's commitment to promoting ethical practices and social responsibility in finance.

Leveraging Social Media

The SC leveraged its digital and social media platforms to amplify its communication efforts and enhance engagement with diverse audiences. Notably, the SC's social media postings gained significant traction beyond its own channels, with approximately **76 postings** shared and cited by the media as a credible source of news. These include updates on the SC's Investor Alert List, pre-event promotions, and highlights from key events.

