

COMMUNICATION AND OUTREACH

Investor Education and Awareness

The SC's investor education initiatives, via InvestSmart® and various initiatives leveraged digital media, television, and radio to conduct public outreach, with the objective of increasing investment literacy and public awareness of unlicensed activities and scams. These efforts are carried out through multiple digital platforms to better reach Malaysians and provide timely notifications, reminders, and guidance to prevent the public from falling prey to unlicensed activities and scams. On-the-ground interaction with investors is another critical component of InvestSmart® and is a key part of campaigns engaging both urban and rural communities across Malaysia. InvestSmart®'s on-the-ground activities includes InvestSmart®@SC, face-to-face engagements, InvestSmart® collaborative events with strategic partners such as BNM's Karnival Kewangan, Minggu Saham Amanah by Permodalan Nasional Malaysia (PNB), Bursa Marketplace and many more.

Furthermore, InvestSmart® organises its very own large-scale annual flagship event that serves to provide and nurture investors with investment knowledge, helping them participate in the capital market while being safeguarded from scams and illegal schemes. There are two such events conducted annually: the first event, usually held earlier in 2023, is organised outside of Klang Valley while the latter is within.

InvestSmart® Fest 2023

The SC through its investor empowerment initiative, InvestSmart® organised its annual flagship investor education event, InvestSmart® Fest 2023 (ISF 2023) from 17 to 19 November 2023 at Hall 4, KL Convention Centre. The ISF 2023 aimed to promote investor confidence to enable informed investment decisions without falling victim to scams.

This was the 10th instalment of the event with the theme '*Sedekad Memperkasa Rakyat Malaysia*'. The theme was deemed apt as importance was placed on empowering the Malaysian public to be a smart investor at a time when investments scams are rampant.



The then Deputy Finance Minister II, YB Tuan Steven Sim Chee Keong officiated the event on 17 November 2023. InvestSmart® also invited members of Committee 8 to the opening ceremony; Committee 8 conducts the IOSCO's policy on retail investor education and financial literacy, of which the SC is a member. Approximately 30 IOSCO delegates from around the world were present during the said opening ceremony. This event provided an excellent opportunity for the SC to showcase InvestSmart® and its flagship event on the global stage and give visibility to Malaysia's capital market players.



investED also became part of our event in the InvestSmart® Fest this year. *investED* is part of the SC's large scale, multi-faceted capacity-building roadmap designed to nurture a pipeline of talented individuals into the capital market. InvestSmart® featured talks by *investED* twice a day and had a dedicated booth and interview space for on-the-spot recruitment of graduates.

ISF 2023 attracted more than 13,000 visitors and brought together 37 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, ETFs, ECF, P2P financing, DIM and DAX.

Over three days, ISF 2023 featured 22 talks and panel discussions by leading industry experts sharing their insights on the Malaysian capital market and investment opportunities available. Given this year's theme '*Sedekad Memperkasa Rakyat Malaysia*', there were dedicated sessions specifically on anti-scam awareness, with many of the other sessions also having elements of anti-scam messaging in them. These sessions were also broadcasted live on InvestSmart®'s Facebook and YouTube channel to reach a wider audience.

Additionally, the SC in collaboration with Financial Planning Association of Malaysia (FPAM) and Malaysian Financial Planning Council (MFPC) made available free one-hour financial planning consultation sessions with licensed financial planners under the #FinPlan4u initiative. A total of 500 sessions were made available to the public from 17 to 19 November 2023.



Bersama InvestSmart® @ Penang 2023

Bersama InvestSmart® is the SC's annual flagship investor education event for retail investors outside of the Klang Valley. The event, which was previously held in Kota Kinabalu in 2019 and Kuching in 2022, promotes greater awareness of capital markets products and services, informed investment decisions, awareness of rights and responsibilities as an investor, better financial and retirement planning, enhanced wealth accumulation and greater participation in the capital market.

This year's Bersama InvestSmart® was held in Penang from 26 to 28 May 2023 at Queensbay Mall. Bersama InvestSmart® @ Penang 2023 showcased products and services offered by capital market intermediaries while featuring seminars conducted by leading industry experts and influencers. 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 approximately 12,000 visitors.

Following the popularity and success of the #FinPlan4U service desk at previous InvestSmart® events, this initiative was once again made available during Bersama InvestSmart® @ Penang 2023. A total of 256 slots were made available to the public to obtain free one-on-one consultations from licensed financial planners. For this initiative, InvestSmart® collaborated with the FPAM and MFPC.



Face-to-Face Digital Clinic for Urban B40 Including Seniors – Klinik Silap Labur Duit Lebur

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 primarily create awareness on scams and unlicensed activities promoted online via social media platforms. Given the success of Phase 1 in 2022, Phase 2 of the programme commenced on 28 November 2023, involving at least 2,000 participants from the B40 population in the Klang Valley. Phase 2 is expected to be completed by 30 June 2024.



Program Agen Bijak Labur Desa



The SC also engaged with the Ministry of Rural and Regional Development (KKDW) to leverage KKDW's existing initiatives with rural communities. In particular, the SC is working through the ministry's 191 *Pusat Komuniti Desa* (PKD) to roll out the *Agen Bijak Labur Desa* (ABJAD) Phase 2 programme for adults from rural communities nationwide. ABJAD is an investor education initiative by InvestSmart® targeting the non-urban population in Malaysia. The objectives of ABJAD are, among others, to:

- Create financially literate rural communities by enhancing their awareness on scams and illegal schemes, thus empowering them to safeguard their own wealth;
- Broaden the awareness of rural communities in relation to investment products to build their wealth; and
- 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 (such as the COVID-19 pandemic).



In addition to engaging with KKDW, the SC also engaged with the Ministry of Education (MOE) to assist in identifying 20 rural secondary schools nationwide to participate in ABJAD Phase 2. Using a 'train-the-trainers' approach, teachers and students from the identified schools, and managers from these PKD centres are trained to be 'Agents of Change' in spreading anti-scam awareness to family members and other adults in their communities, respectively. The SC also participated in KKDW events such as the *Pusat Komuniti Desa Mobile Negeri Perak 2023* and *Simposium Penyelidikan KKDW Tahun 2023* which act as avenues for the SC to engage and conduct knowledge sharing with rural folks, including community leaders.



Under Phase 1 of the ABJAD programme which was launched in 2022, students and teachers from 14 rural secondary schools were identified as 'Agents of Change' to undergo financial literacy and digital literacy modules using a computer-assisted e-learning platform. Upon completion, these students identified family members to complete the same e-learning modules. In 2023, an additional 5,399 participants comprising students and family members participated in Phase 1 of this programme. Upon the completion of Phase 1 of ABJAD, a total participation of 12,500 students, teachers, and family members was achieved. The SC has since commenced Phase 2 of ABJAD on 20 December 2023 with a targeted participation of another 12,500 teachers, students, and adults from rural communities. ABJAD Phase 2 is expected to be completed by 31 December 2024.

Virtual #FinPlan4U x Global Money Week 2023

In conjunction with the OECD's Global Money Week 2023, InvestSmart® organised a virtual #FinPlan4U service desk from 20 to 24 March 2023. This event was rolled-out in collaboration with the FPAM and MFPC to offer free, one-hour, one-to-one financial planning consultation sessions to members of the public. Throughout the week, 56 individuals benefitted from these free financial planning consultation sessions with licensed financial planners.

GLOBAL MONEY WEEK

#FinPlan4U

invest smart

Suruhanjaya Sekuriti
Securities Commission
Malaysia

FPAM **MFPC**

FEN

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InvestSmart SC

Program Celik Kewangan InvestSmart® @SC

After a hiatus of over three years since the COVID-19 pandemic, the SC brought back its quarterly half-day on-the-ground financial literacy seminars for the public. These seminars expose participants to knowledge relating to effective financial management, investing, and ways to avoid being victims of scams. In 2023, a total of four seminars were held at the SC:

- The first seminar involved *Projek Belia Mahir*, a non-governmental organisation which mobilises efforts to help youth categorised as NEET (Not in Employment, Education & Training) attain higher education and skills training (TVET). The seminar on 16 March 2023, held in conjunction with the OECD's Global Money Week 2023 involved the participation of over 100 NEET youth trainees and trainers from *Projek Belia Mahir*.
- The second seminar included a collaboration with the Selangor Department of Social Welfare (JKM) for seniors aged 55 years and above. The event was held on 22 June 2023 and served 72 members of the *Pusat Aktiviti Warga Emas* (PAWE) from all over Selangor.
- The third seminar on 30 August 2023 was held in collaboration with two non-governmental organisations namely *Pertubuhan Hal Ehwal Wanita dan Keluarga Malaysia* (HAWA) and Pepper Labs Sdn Bhd, and was attended by 109 participants comprising women from the B40 group.
- The final seminar on 31 October 2023 was held in collaboration with Institut Aminuddin Baki, and was attended by 62 participants comprising school principals and headmasters from the Klang Valley. Concurrently, the half-day seminar was also shown live on InvestSmart®'s YouTube as part of InvestSmart® Online Series in Q4 2023, with 193 views.



InvestSmart® Online Series

Since 2021, free webinars have been organised for the public to gain knowledge on the basics of capital market products and services, and awareness on scams and unlicensed activities. These webinars also guide the public on how and where to invest, including online. A total of over 508 participants attended the four webinars conducted in 2023. These webinars were recorded and uploaded on InvestSmart® YouTube channel for wider reach.

INVESTSMART® ONLINE SERIES
bersama

Amir 'Arif Azmi
Pejabat Pengguna & Pelabur

Suruhanjaya Sekuriti
Securities Commission Malaysia

SEMAM SEBELUM LABUR

PAUTAN WEBINAR

LIVE WEBINAR PERCUMA
KHAMIS, 30 MAC 2023 | 12PM - 1PM
Berpeluang memenangi baucar dalam talian dengan menyertai pop kuiz kami

IN SUPPORT OF
FEN

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INVESTSMART® ONLINE SERIES
in collaboration with

MMU | FACULTY OF BUSINESS
MULTIMEDIA UNIVERSITY

featuring

Nur Nadira Awang Adek
Manager,
Sustainability Department
Securities Commission Malaysia

on

SUSTAINABLE AND RESPONSIBLE INVESTING

WEBINAR LINK

LIVE FREE WEBINAR
21 SEPTEMBER 2023 | 2PM - 4PM
Stand a chance to win online shopping vouchers by participating in our pop quiz

My Money & Me Programme 2023 by the MFPC

The SC once again participated in MFPC's online 'My Money & Me' Programme. In 2023, MFPC organised on-the-ground physical workshops that covered four main components of financial planning: Asset Protection, Asset Accumulation, Asset Management and Asset Distribution at five locations nationwide namely Petaling Jaya, Penang, Kota Kinabalu, Kuantan and Kuala Terengganu. The SC was invited to give a talk under the Asset Accumulation component on 'The Basics of Investing and How to Avoid Investment Scams'. The five workshops attracted over 1,195 participants.

my money&me
www.mfpc.org.my

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LHDN Cawangan Petaling Jaya,
PJ Trade Centre

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9th Mac 2023

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#PlantYourFuture
#GMW2023

Sempena dengan pelancaran
GLOBAL MONEY WEEK

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Sila Daftar Secara Online
<https://www.mfpc.org.my/education/mymoneyme>



InvestSmart® @ Federation of Investment Managers Malaysia’s Online Webinar

On 21 March 2023, the SC was invited as a speaker at FIMM online webinar titled ‘Investing Responsibly and with Confidence’. The other speakers included the SIDC and FIMM. The webinar attracted 389 attendees.



Investing Responsibly and with Confidence

An Online Conversation



Jawahar Ali Ameer Ali
General Manager
Consumer & Investor Office
Securities Commission Malaysia (SC)



Winnie Chan
Senior Counsel Manager
Dispute Resolution
Securities Industry Dispute Resolution Center (SIDRDC)



Sahawati Mustafa
General Manager
Regulatory Services Division
Federation of Investment Managers Malaysia (FIMM)



Fala Azmi
Founder of
Financial Fala
As Moderator

TODAY ONLY AT 10:30AM
Registration link in the description



IN SUPPORT OF



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Unit Best FEN



InvestSmart® @ Financial Literacy for Youth’s Malaysian Youth Finance Series 2023

Financial Literacy for Youths (FLY) is an initiative started by students for students to spread awareness on the importance of knowledge in finance. The Malaysian Youth Finance Series (MYFS) is FLY’s annual flagship event, with 2023’s theme, ‘Crisis Management and Sustainability’, aimed at providing the Malaysian youth with a deep-dive into ESG as well as resource-management.

The SC, as the Co-Chair of the Financial Education Network (FEN) was invited to give a keynote address during the launch on 19 March 2023. The SC’s InvestSmart® team and BNM’s team organised a booth under the FEN banner. The event attracted 100 attendees.

InvestSmart® @ Ministry of Higher Education OECD Global Money Week 2023 Launch

The SC’s InvestSmart® team participated in the Ministry of Higher Education (MOHE) OECD Global Money Week (GMW) launch event on 20 March 2023. The event was held at the MOHE building in Putrajaya. During the half-day session, the InvestSmart® team took the opportunity to engage with MOHE officers and spread awareness on scams and unlicensed activities.



InvestSmart® @ BNM Karnival Celik Kewangan

The SC, together with other FEN members, was invited to be part of the FEN’s booth at the BNM’s *Karnival Celik Kewangan Kelantan* held from 16 to 17 March 2023 at AEON Mall, Kota Bharu. The event was in line with BNM’s blueprint, which emphasises the importance of financial inclusion and financial literacy. The SC was also invited to be a panellist at a pocket talk with BNM on sharing cyber-hygiene tips in order to avoid falling victim to financial scams. The event attracted over 20,000 visitors.

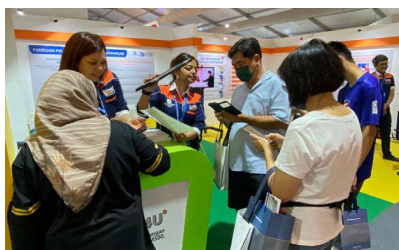


FEN's Financial Literacy Month 2023

Financial Literacy Month 2023 (FLM2023) was held throughout the month of October 2023, with the theme *Bijak Wang di Era Digital*. FLM2023 was launched on 1 October 2023 by YAB Prime Minister, Dato' Seri Anwar Ibrahim at Minggu Saham Amanah Malaysia 2023 (MSAM2023) in Bertam, Pulau Pinang organised by the PNB. Various activities were carried out by FEN members and partners, in the form of FLM2023 nationwide roadshow, forums, symposiums, events, workshops and webinars. The SC's participation in FLM2023 are as follows:

- MSAM2023 was held from 30 September to 8 October 2023. The 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 created a dedicated section for FEN to feature booths by its members and partners, including the SC. Apart from sharing investment knowledge and anti-scam awareness with the public, the SC also offered free consultation with licensed financial planners at the #FinPlan4U service desk. The SC conducted daily pocket talk sessions on anti-scam awareness and investment games. MSAM2023 attracted over 220,000 visitors.
- FLM2023 nationwide roadshow – the InvestSmart® team participated in five locations in the northern region i.e. Penang, Kedah and Perlis, and engaged with 373 participants.
- Organised FEN Weekly Webinar series – InvestSmart® hosted four webinars on Zoom once a week. Various financial literacy topics were covered during the weekly webinar, and was attended by more than 500 participants.
- Employee Provident Fund's Financial Literacy Week 2023 – the SC was invited to be a speaker on anti-scam awareness during its *Sesi Perkongsian Ilmu* on 20 October 2023 which was attended by 165 participants.
- Karnival Celik Kewangan 2023 – held from 27 to 29 October 2023 finale for the FLM2023 hosted by BNM at AEON Mall, Kulai, Johor. The event brought together financial institutions and government agencies under one roof to showcase their products and services, as well as provide advice to the public on financial matters. In addition to having a dedicated booth at the event, the SC also gave a talk on '*Silap Labur Duit Lebur*'. The three-day event attracted over 25,000 visitors.

Organised Virtual #FinPlan4U® – InvestSmart® offered free virtual one-to-one financial planning consultation with licensed financial planners on 4 and 5 October 2023. A total of 20 slots (each for one hour) were offered to members of the public over the two days. This initiative was also held in conjunction with the World Investor Week 2023.



InvestSmart® @ Ekspo Institusi Pendidikan TVET @KKDW 2023

On 14 and 16 July 2023, the SC was invited to assist in manning the FEN booth at the InvestSmart® Ekspo Institusi Pendidikan TVET. This event was organised by KKDW to promote the programmes and training opportunities provided by the TVET@KKDW agencies/institutions. The event attracted over 1,000 participants.



InvestSmart® @ Forum Kesejahteraan Pengurusan Ekonomi dan Kewangan Berpaksikan Konsep Malaysia MADANI

On 25 July 2023, the SC again manned the FEN booth, this time at the InvestSmart® @ Forum Kesejahteraan Pengurusan Ekonomi dan Kewangan Berpaksikan Konsep Malaysia MADANI. The programme was held at Institut Tadbiran Awam Negara (INTAN) and targeted staffs from ministries, government agencies and statutory bodies. The programme was attended by over 100 participants.



InvestSmart® Collaboration with Universities and School

Throughout the year, the SC was invited by various universities and school to give talks on investment and anti-scam messaging:

- On 14 July 2023, Sunway University invited the SC to give a talk on investments scams at their anti-scam workshop. The workshop aimed to empower young adults to protect themselves against scams and was attended by over 100 students from the university.
- FEN was invited by UniKL to open an exhibition booth and speak at their event, UniKL Financial Fusion Bootcamp, which took place from 9 to 11 September 2023. The event aimed to provide exposure and insights to students on financial literacy and to connect students with experts in the financial industry. As the Co-Chair of FEN, the SC was offered a slot to speak on investment scams to the 186 UniKL students that attended the event.

- On 10 October 2023, the SC was invited to give an anti-scam awareness talk to the Form 4 and Form 5 students of Sekolah Bina Insan Yayasan MSU. The briefing titled '*Silap Labur Duit Lebur*' was attended by 165 students.



InvestSmart® @ Bursa Marketplace Fair 2023

On 5 August 2023, the SC and FEN were invited to open a booth at Bursa Malaysia's Bursa Marketplace Fair 2023. The event aimed to educate and enhance investors' understanding and knowledge of the capital market and catered to all investor segments. The event, which was held at Persada Johor International Convention Centre Johor Bahru, attracted 1,500 visitors.

InvestSmart® @ Program Literasi Kewangan Digital, Pulau Tioman

On 8 August 2023, BNM launched its '*eDuit Desa – Cashless Tioman*' initiative in Tioman and planned a half-day community event called *Program Literasi Kewangan Digital*. BNM invited the SC to give an anti-scam awareness pocket talk titled '*Silap Labur Duit Lebur*'. The event gathered 70 participants from the rural communities in Tioman.

InvestSmart® @ Annual Signature Financial Planning Symposium 2023

The FPAM invited the SC to give a talk on anti-scam awareness at the Annual Signature Financial Planning Symposium 2023. This event was held on 23 August 2023 and was attended by 670 participants.

InvestSmart® @ Jabatan Kemajuan Islam Malaysia

The SC collaborated with JAKIM to promote investment literacy and anti-scam awareness through mosques and *suraus* in Malaysia. Under this collaboration, JAKIM facilitated the following initiatives:

- On 25 August 2023, an InvestSmart® representative participated as a panelist for JAKIM's Facebook Live on *Skim Pelaburan vs Skim Penipuan*. The live session attracted more than 1,200 views.

- On 8 September 2023, JAKIM, with the support of the SC, launch an anti-scam themed Friday sermon 'Jerat Serupa Jerami' for mosques in the Federal Territory. The Friday sermon was telecasted LIVE on RTM TV1.
- On 26 September 2023, an InvestSmart® representative was invited to speak on anti-scam awareness at the *Kursus Pengurusan Profesionalisme Pegawai Masjid Tahun 2023* in Besut, Terengganu. The event was attended by 140 mosques officials throughout Malaysia.



InvestSmart® @ Active Ageing Festival

The one-day event on 23 September 2023 targeted seniors with various activities from Zumba to sharing sessions on nutrition, health, financial literacy and many more. The organiser, Taylor's University, invited the SC to give an anti-scam awareness talk, which was attended by 40 participants.

InvestSmart® @ Bursa Malaysia's Financial Frauds and Scams Workshop - Stay Sharp, Stay Alert

A half-day workshop organised by Bursa Malaysia was held on 4 October 2023 to address pressing concerns surrounding financial fraud and investment scams. The SC was invited to be a panel speaker on 'Navigating the Evolution of AI-Powered Frauds & Scams'. The workshop was attended by 105 participants.

InvestSmart® @ Konvensyen Literasi Kewangan Belia (Youth Financial Literacy) 2023

On 10 October 2023, the Ministry of Youth and Sports (KBS) organised the Konvensyen Literasi Kewangan Belia YFL 2023, attended by more than 1,500 youth participants. During the event, the SC's speaker participated in a panel discussion titled 'Penipuan Kewangan', together with a counterpart from *Jabatan Siasatan Jenayah Komersil, Polis Diraja Malaysia*.

InvestSmart® @ FIMM Annual Convention 2023

On 17 October 2023, the SC participated as an exhibitor and a panel speaker at the FIMMAC 2023, an annual retail investment event organised by FIMM.

The attendees of the event comprises unit trust scheme (UTS) and PRS consultants, members of the investment management industry and the general public. The event aimed to share, learn, and discuss impactful topics across the UTS and PRS industries. The event featured exhibitors and seminars on topics related to UTS and PRS as well as quizzes and lucky draws. The event attracted 1,042 visitors.



InvestSmart® @ Seminar Pelaburan Saham #PAHANGNEXTWEALTH

A financial education programme was organised by the Yayasan Al-Sultan Abdullah on 21 October 2023 in Kuantan, Pahang. The programme aimed to elevate financial and investment literacy among the citizens of Pahang. The SC was invited to give an anti-scam awareness talk titled '*Silap Labur Duit Lebur*', which attracted over 1,000 participants.

InvestSmart® @ Program Setahun Bersama Kerajaan MADANI

The Prime Minister's Office organised a three-day event from 8 to 10 December 2023 at the grounds of Stadium Nasional, Bukit Jalil to communicate and enhance public understanding of government policies. All ministries including the MOF were invited to set-up booths at the event. The SC, together with five other institutions/agencies under the MOF, joined MOF in its booth. MOF featured the SC's anti scam awareness messages as a key focus of its booth during the event, which attracted more than 230,000 visitors.



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

The SC continued its collaboration with the Ministry of Communications and Digital⁴ to promote investment literacy and anti-scam messaging nationwide via PSAs on all television channels, radio stations, and public transportation operated by Prasarana Malaysia Bhd. This collaboration with the Ministry of Communication and Digital allows the SC to reach millions of Malaysians with its messaging at no cost. The PSAs included the following:

- ‘*Silap Labur Duit Lebur*’ jingle featuring Malaysia’s top singer, Dato’ Sri Siti Nurhaliza which was featured on all local TV, radio stations and public transport from 9 January 2023 to 10 April 2023. The jingle reminds members of the public to always be vigilant when making investment decisions;
- News crawler and radio announcements on all local TV and radio stations, respectively, from 26 June to 22 September 2023 to increase the Malaysian public’s awareness of Securities Industry Dispute Resolution Center’s (SIDREC) capital market dispute resolution platform;
- News crawler on all local TV stations from 1 December 2023 to 31 January 2024 to remind the Malaysian public not to deposit monies into someone else’s personal bank account when investing; and
- Radio announcements on all local radio stations from 15 December 2023 onwards to increase the Malaysian public’s awareness on basic red flags for investment scams.

⁴ Now known as Ministry of Communications.

Radio and Television Interviews on Anti-Scam Awareness

Besides on-the-ground engagements with the public to spread anti-scam awareness and knowledge on the SC and its InvestSmart® initiatives, the SC also appeared on various radio and TV stations to reach out to a wider audience. These include:

- Live interview with RTM Penang's Mutiara FM on 25 May 2023, reaching out to listeners in the northern region.
- Live interview with KL FM on 9 November 2023, reaching out to listeners in the Klang Valley.
- Live interview with Selangor FM on 14 November 2023, reaching out to listeners in the central region.
- Live interview with Johor FM on 27 October 2023, reaching out to listeners in the southern region.
- Television interview with RTM's TV1 English News – On The Table segment, which was aired lived on 8 September 2023. The SC shared insights on the importance of staying vigilant to avoid being scammed.
- Television interview with RTM's Selamat Pagi Malaysia, aired on 11 September 2023, speaking on the topic of 'Silap Labur, Duit Lebur'.



InvestSmart® Social Media Outreach

InvestSmart® also continued to make full use of its social media platforms to reach the public with bite-sized information, further exposing them to 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 13 million users in 2023.

