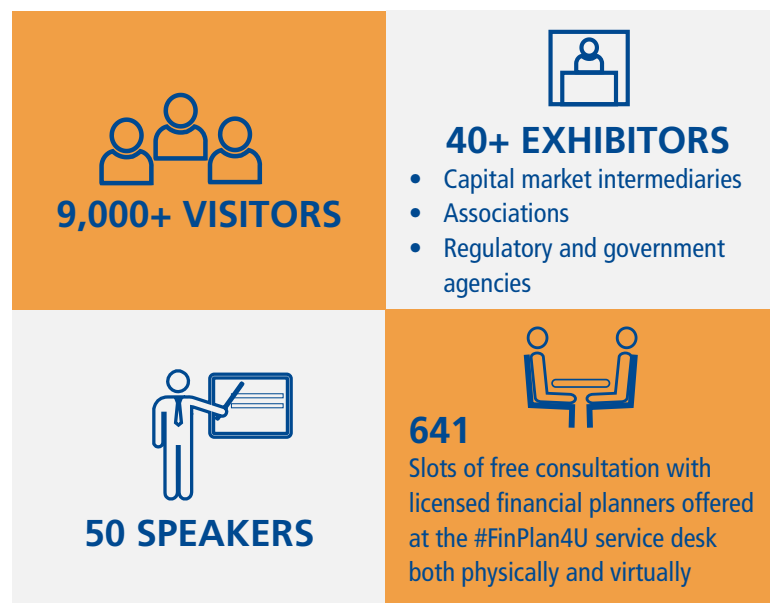


# INVESTOR EDUCATION AND AWARENESS INITIATIVES

## InvestSmart® Fest 2022 • 14–16 October 2022

In October 2022, Investsmart® organised its ninth instalment of the InvestSmart® Fest at KL Convention Centre. InvestSmart® Fest 2022 with the theme, ‘*Silap Labur Duit Lebur*’ was held in conjunction with the Financial Literacy Month 2022 and World Investor Week 2022.




Launch of new jingle ‘*Silap Labur Duit Lebur*’ by Dato’ Sri Siti Nurhaliza Tarudin



## EVENT HIGHLIGHTS



Read more on media release ‘SC Hosts Investor Education Fair on 14-16 October 2022’.

 <https://www.sc.com.my/resources/media/media-release/sc-hosts-investor-education-fair-on-14-16-october-2022>

## Bersama InvestSmart® @ Sarawak 2022 • 17–18 September 2022

In September 2022, Investsmart® organised its Bersama InvestSmart® @ Sarawak 2022 at Vivacity Megamall, Kuching with the theme, 'Silap Labur Duit Lebur'. The event also offered the complimentary counselling session with licensed financial planners, #FinPlan4u.

  
**>11,000 VISITORS**



### 28 EXHIBITORS

- Capital market intermediaries
- Associations
- Regulatory and government agencies



**60 SPEAKERS**



**129**

Slots of free consultation with licensed financial planners at the #FinPlan4U service desk



Guest of honour - Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari Tun Datuk Abang Haji Openg, Premier of Sarawak



## EVENT HIGHLIGHTS



Read more on media release 'Sustainability, Alternative Financing and Investor Education Key Focus of SC Events in Sarawak'.



<https://www.sc.com.my/resources/media/media-release/sustainability-alternative-financing-and-investor-education-key-focus-of-sc-events-in-sarawak>

## Anti-Scam Initiatives

### Anti-Scam Posters

#### InvestSmart® @ Dewan Bandaraya Kuala Lumpur's Buletin BKMDBKL

The Badan Kebajikan Kakitangan Melayu Dewan Bandaraya Kuala Lumpur (BKMDBKL) had invited the SC to take up an advertisement space in its publication Buletin BKMDBKL in conjunction with the 48<sup>th</sup> Federal Territory Celebration in February 2022. InvestSmart® took up a full-coloured page, to create awareness on ways to prevent being prey of investment scams and to promote knowledge on the SC and InvestSmart®. The publication, which is a hardcopy bulletin, has a circulation of 5,000 among the DBKL employees.

#### InvestSmart® @ Ringgit Publication

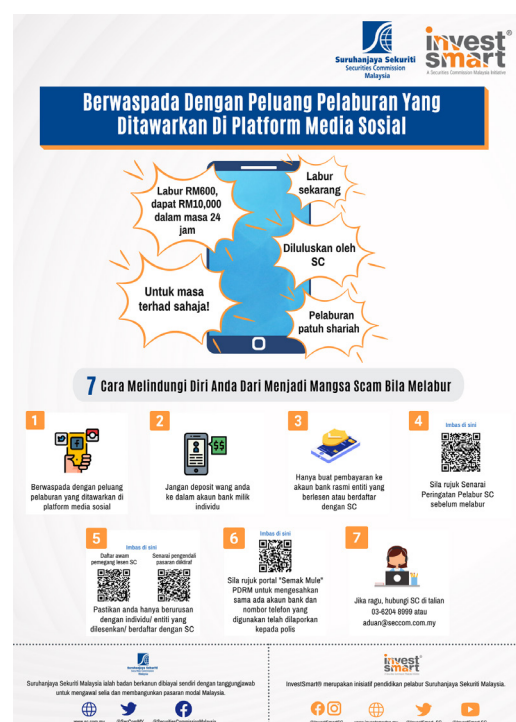
In collaboration with SIDREC, InvestSmart®'s one-page coloured anti-scam awareness infographic was featured on the *Ringgit Newsletter*, a publication by BNM and Federation of Malaysian Consumers Associations (FOMCA). This newsletter is made available to the public via BNM's website.



#### InvestSmart® @ Police Administrative and Civilian Staff Union Publication

The SC received an invitation from the Police Administrative and Civilian Staff Union (PACSU), seeking sponsorships from the SC via an advertisement in their publication, *SUARA PACSU* (a twice-yearly publication) with a special focus on 'Kempen Pencegahan Jenayah'.

The SC took up a one-page advertisement featuring InvestSmart®'s infographic to remind the audience to be cautious of investments offered via social media platforms and steps to protect oneself from being scammed when investing. The publication, which is a hardcopy bulletin, has a circulation of 20,000 copies to its 200,00 readers. The publication was issued on May 2022 in conjunction with Hari Polis.





## Anti-Scam Videos

### New 'Silap Labur Duit Lebur' Jingle

InvestSmart® launched the newly revamped 'Silap Labur Duit Lebur' jingle, featuring Malaysia's No. 1 singer, Dato' Sri Siti Nurhaliza. This video was launched on 14 October 2022 during InvestSmart® Fest 2022 and has since garnered over 1.5 million views across InvestSmart®'s YouTube channel and social media platforms.



### T.I.P.U Video in Mandarin and Tamil

A Mandarin and Tamil version of the popular T.I.P.U videos were created to reach the Chinese and Indian communities. The T.I.P.U video is now available in three languages – Bahasa Melayu, Mandarin and Tamil, and posted on InvestSmart® social media platforms and YouTube channel.





## Anti-scam Awareness Postings on InvestSmart® Social Media Platforms

InvestSmart® continues to leverage its social media platforms i.e. Facebook, Instagram, and Twitter to promote public anti-scam awareness. These include alerting the public on new inclusions and updates to the SC's Investor Alert List and raising awareness on unlicensed entities misusing the SC and InvestSmart®'s name and logo.



## Anti-scam Awareness TV and Radio Interviews

### InvestSmart® @ Astro AWANI Interview

The SC was featured in a 3-day special news segment on Astro Awani prime time slot at 8.00 pm from 2 to 4 June 2022. The special news segment focused on investment scams and the SC's effort to heighten awareness of scams and informed investing.



### InvestSmart® @ Ringgit & Sense, BFM 89.9

The SC was also featured on BFM Radio 89.9's Ringgit & Sense segment on 9 June 2022. The interview focused on raising awareness on the various types of investment scams and how to avoid them.



## InvestSmart® Education

### Agen Bijak Labur Desa Programme

*Agen Bijak Labur Desa* (ABJAD) is an investor education initiative by InvestSmart® targeting the rural population in Malaysia. The objective of ABJAD is, among others, to:

- i. Create financially literate rural communities by enhancing their awareness on scams and illegal schemes to empower them to safeguard their own wealth;
- ii. Broaden the awareness of rural communities in relation to investment products as a means to build their wealth; and
- iii. 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).

Under this programme, InvestSmart® adopted the following approaches to reach out to the rural population:

- 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 will guide identified families to complete the same e-learning modules and subsequently impart their knowledge to other family members. As of December 2022, a total of 7,101 participants have registered for the module. A total of 12,500 participants comprising students, family members and teachers are expected to go through this programme.
- Further, in conjunction with Bersama InvestSmart® @ Sarawak, ABJAD was also held at Sekolah Menengah Kebangsaan Muara Tuang in Samarahan and Sekolah Menengah Kebangsaan Lundu on 15 September 2022 and 19 September 2022 respectively.
- InvestSmart® also carried out direct and physical engagements with rural communities with its rural engagement on 27 June 2022 in Pulau Redang.





### Face-to-Face Digital Clinic for Urban B40

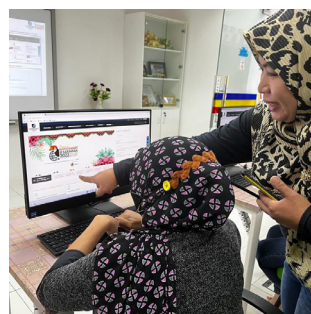
The Face-to-Face Digital Clinic for Urban B40 is an initiative by InvestSmart® leveraging the Malaysia Digital Economy Corporation (MDEC) #SayaDigital programme. This programme targets the Urban B40 population nationwide.

Through #SayaDigital programme, MDEC aims to increase digital literacy among Malaysians by creating an awareness of digital technology and training them to be able to use digital gadgets in their daily life.

In this regard, the SC introduced a new module to create awareness on investment scams and how to avoid such scams. This module is being implemented through a 'Train the Trainers' approach, where appointed trainers #Gengsayadigital are trained to share the module with the target audience.

Since the commencement of this programme in August 2022, 2,000 participants have been trained and a total of 114 sessions were conducted.

Further, in conjunction with Bersama InvestSmart® @ Sarawak, this programme was also organised at Pusat Ekonomi Digital Keluarga Malaysia, Program Perumahan Rakyat (PPR) Sri Wangi, Sarawak on 15 September 2022.



The SC was also invited to give a talk at MDEC's #SayaDigital Facebook Live titled 'Teknik T.I.P.U. Elak Ditipu Scammer' on 23 September 2022. The online talk attracted 139 viewers and its recording has since garnered more than 1,000 views.





## Digital Literacy for Seniors Programme

In the wake of the pandemic, the preventive measures under the movement control order (MCO) impacted business operations and the livelihood of Malaysians at large. There was a concern that the 'silver hair' population may face certain challenges in embracing the technology, particularly in using digital financial services. To address this, the SC introduced the digital inclusion for seniors programme, to which 9 webinars were conducted throughout 2022, attended by over 460 participants. These webinars were recorded and uploaded on the InvestSmart® YouTube channel for wider reach.

**DIGITAL LITERACY FOR SENIORS PROGRAMME**

**LIVE** WEBINAR PERCUMA UNTUK INDIVIDU BERUMUR 55 KE ATAS

Tajuk  
**KEPENTINGAN PERKHIDMATAN PENYELESAIAN PERTIKAIAN ALTERNATIF**

Bersama  
**Winnie Chan Shiau Fang**  
SDREC  
Securities Industry Dispute Resolution Center

**ISNIN, 18 APRIL 2022 | 12:00 - 1:00 PETANG**  
Berpeluang memenangi bawcar dalam talian dengan menyertai kuiz pop kami

DAFTAR SEKARANG

IN SUPPORT OF FEN

Dengan Kerjasama Hire.Seniors

**DIGITAL LITERACY FOR SENIORS PROGRAMME**

**LIVE** FREE WEBINAR FOR INDIVIDUALS 55 YEARS AND ABOVE

On  
**WHAT IS P2P FINANCING AND INVESTMENT**

Featuring  
**capsphere**

**Jun Jie**  
Chief Executive Officer

**Hii**  
Head of Business Development

**MONDAY, 15 AUGUST 2022 | 12:00 PM - 1:00 PM**  
Stand a chance to win online shopping vouchers by participating in our pop quiz

WEBINAR LINK

IN SUPPORT OF FEN

In Collaboration Hire.Seniors

## InvestSmart® Online Series

Since 2021, free webinars were organised for the public to gain knowledge on the basics of capital market products and services. These webinars will not only provide knowledge on the products and services but also will guide them on how and where to invest, including online. A total of over 760 participants attended the 8 webinars conducted in 2022. These webinars were recorded and uploaded on InvestSmart® YouTube channel for wider reach.

**INVESTSMART® ONLINE SERIES**

Featuring  
**Matthew Noel Fernandez**  
Partner & Chief Operating Officer  
microLEAP

On  
**Business Financing & Alternative Investments via P2P Financing**

WEBINAR LINK

**LIVE FREE WEBINAR**  
**THURSDAY, 28 APRIL 2022 | 12PM - 1PM**  
Stand a chance to win online shopping vouchers by participating in our pop quiz

IN SUPPORT OF FEN

**INVESTSMART® ONLINE SERIES**

Featuring  
**Sahlawati Mustafa**  
General Manager,  
Regulatory Services Division  
FIMM

On  
**Becoming A Smart Investor:  
Knowing Your Rights And Tips To Avoid Scams**

WEBINAR LINK

**LIVE FREE WEBINAR**  
**MONDAY, 30 MAY 2022 | 12PM - 1PM**  
Stand a chance to win online shopping vouchers by participating in our pop quiz

IN SUPPORT OF FEN

## OECD/INFE Global Money Week 2022

Global Money Week (GMW) 2022, organised by the Organisation for Economic Co-operation and Development/International Network on Financial Education (OECD/INFE), was held from 21 to 27 March 2022, with the theme 'Build your future, be smart about money'.

The SC organised the InvestSmart® Online Series webinar on 24 March 2022, in conjunction with GMW2022. For this webinar, the SC invited ASNB to be the speaker and present on 'Labur Masa Muda, Senang Masa Tua' to educate the public on the importance of savings and starting to invest at an earlier stage of their life, attended by 103 participants. Though the target audience for this webinar was open to all, the promotion was heavily targeted at students.



**INVESTSMART® ONLINE SERIES**  
Bersama

**En. Izmir Mohammad**  
Penolong Naib Presiden, Jabatan Unit Holders Communications & Financial Education  
**ASNB**  
ANJARAN BAHAGI NISBAGI BERTUAH

Tajuk  
**Labur Masa Muda, Senang Masa Tua**

PAUTAN WEBINAR

**LIVE WEBINAR PERCUMA**  
**KHAMIS, 24 MAC 2022 | 12PM - 1PM**  
Berpeluang memenangi baucar dalam talian dengan menyertai pop kuiz kami

IN SUPPORT OF **FEN** IN CONJUNCTION WITH **GLOBAL MONEY WEEK**

The SC was also invited to be a panelist at UNITAR International University's (UNITAR) online forum 'Say No to Scammer! – Protecting Yourself and Your Money' on 23 March 2022. The SC presented on 'Avoid Investment Scams: Learn How', which was attended by 147 students and staff of UNITAR. The online forum aimed to elevate financial literacy among students, staff and community and create awareness and help people to recognise a scam or prevent scams from happening.

Before the COVID-19 pandemic, Multimedia University (MMU) used to bring their students to the SC for visits. Therefore, in conjunction with GMW2022, MMU has invited the SC to give a virtual talk to their students, organised by their Faculty of Business for their diploma students. On 21 March, the SC gave a presentation on 'Silap Labur Duit Lebur' to 89 diploma students.



**INDUSTRIAL TALK SESSION**  
Organised by : Diploma Unit  
Faculty of Business

**"Silap Labur, Duit Lebur"**

**KAMARUL ROZMAN**  
Assistant General Manager  
Consumer & Investor Office  
Securities Commission Malaysia

Co-Organiser :  
**invest smart**  
Suruhanjaya Sekuriti  
Securities Commission  
Malaysia

In Conjunction with :  
**GLOBAL MONEY WEEK**

Please register via this link:  
<https://forms.gle/DGscKky38PVo8tsS8> or scan the QR Code.  
Closing Date: 17 March 2022

via Google Meet

**21 March 2022**  
**Monday**  
**10.00 a.m - 11.00 a.m**

Scan to Register

**MMU** FACULTY OF BUSINESS **TM Group**



**UNITAR**  
Financial Literacy Online Forum

**SAY NO TO SCAMMER**  
**PROTECTING YOURSELF & YOUR MONEY**

**Miss Jeanette George**  
Senior Manager,  
Consumer & Investor  
office  
Securities Commission  
Malaysia

**Mr. Vijayadurai Singatore**  
Pengurus,  
BNMTELELINK, Bank  
Negara Malaysia

**Dr Nasyra Ab Jamil**  
APEL Program Leader  
and Lecturer,  
Faculty of Business and  
Technology, UNITAR  
International University

**Moderator : Zaquelin Antony**  
Finance Department  
Faculty of Business and Technology,  
UNITAR International University

**23 MARCH 2022**  
**02.00PM-04.15PM**

SCAN TO JOIN US  
unitar.my

#AccelerateYourFuture

Additionally, in conjunction with GMW2022, specific social media postings were made on InvestSmart®'s Facebook, Instagram, and Twitter from 21 to 25 March 2022. The messages were disseminated in line with 2022's theme, 'Build your future, be smart about money'.



Finally the SC, in collaboration with SIDREC and the Ministry of Communication and Multimedia Malaysia, issued 2 public service announcements (PSA) in the form of news crawlers and radio announcements on all local tv and radio stations from 21 to 27 March 2022 to increase awareness among the Malaysian public in relation to the capital market dispute resolution platform provided by SIDREC.

#### InvestSmart®'s collaboration with Dr. Adam Zubir

The SC engaged the service of Dr. Adam Zubir to do a series of 10 financial literacy video podcasts. The video podcasts will cover various topics from financial planning, scams and unlicensed activities.

Dr. Adam is a licensed financial planner attached to VKA Wealth Planners Sdn Bhd. Dr. Adam has been active in disseminating financial knowledge to the public through various platforms, especially through his YouTube channel and Instagram which now has in total of over 250,000 subscribers/followers. In 2022, Dr. Adam Zubir has published 4 video podcasts which have already garnered over 429,000 views across YouTube and social media platforms.





## Collaborative Events

### InvestSmart® @ MADFIN 2022

MADFIN is an education technology start-up that aims to empower youths through financial literacy programmes. MADFIN organised a 5-week virtual financial bootcamp called 'Finture' from 11 March 2022 to 10 April 2022. Finture aims to empower youths in developing the necessary skills to begin investing.

InvestSmart® was invited to give a presentation on '*Silap Labur Duit Lebur*' on 11 March 2022 which attracted over 100 participants.

### InvestSmart® @ Bursa Virtual Marketplace Fair 2022

On 23 July 2022, the SC participated as an exhibitor at the Bursa Virtual Marketplace Fair 2022, an annual retail investment event organised by Bursa Malaysia. The event aims to educate and enhance investors' understanding of the stock market. It also aims to bring together industry players including participating organisations, financial institutions and PLCs.

The one-day event featured 15 virtual booths and seminars on topics related to investments, PLCs, market outlook as well as quizzes and lucky draws.

### InvestSmart® @ My Money & Me Programme 2022 by the Malaysia Financial Planning Council

The SC once again participated in Malaysia Financial Planning Council's (MFPC) online 'My Money and Me Programme' for 2022. MFPC organised 6 online workshops, with each session targeting participants from specific areas in Malaysia namely from the Central Zone, Northern Zone, East Coast, Southern Zone, Sabah and Sarawak including Kuala Lumpur. The first workshop which was held on 26 March 2022 at Kuala Lumpur, where the SC was invited to speak on '*Silap Labur Duit Lebur*'. The 6 workshops held attracted over 3,900 participants.



### InvestSmart® @ META Malaysia's #TakNakScam 2.0 awareness campaign

The campaign by META Malaysia was first launched in July 2021, to educate the public on how to spot, check and report highly deceptive tactics employed by scammers. On 4 August 2022, META Malaysia launched its #TakNakScam 2.0 awareness campaign. In 2022, META Malaysia focused on the top 5 online scams involving e-commerce, illegal loans, jobs, investment and money muling. The #TakNakScam campaign partners include PDRM CCID, KPND, SC, Bursa Malaysia, Malaysian Communications and Multimedia Commission, CyberSecurity Malaysia, Association of Banks in Malaysia and FOMCA.



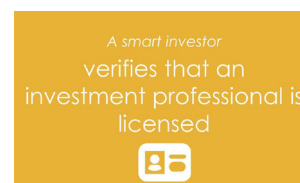
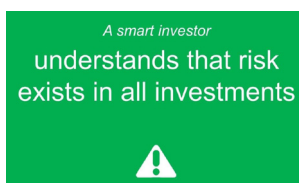
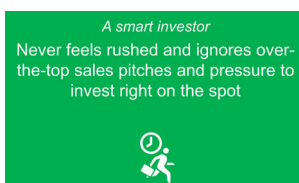
### InvestSmart® @ Amazing Seniors Festival 2022

In conjunction with the International Day of Older Persons, Hire Seniors held a 3-day event from 30 September to 2 October 2022 featuring various exhibitors, talks and performances. The SC was invited to give a talk on 'Avoid Investment Scams: Learn How' on 30 September 2022.



### IOSCO World Investor Week 2022

Throughout World Investor Week (WIW) 2022 held from 3 to 9 October 2022, the SC also participated by disseminating WIW 2022's key messages through InvestSmart® social media platform. The key messages focused on investor resilience, sustainable finance, frauds and scam prevention and crypto assets.



### InvestSmart® @ FIMMAC 2022 and Industry Education Series

Between 17 and 18 October 2022, the SC participated as an exhibitor at the FIMMAC 2022 and Industry Education Series, an annual retail investment event organised by FIMM.

The attendees of the event comprised UTS and PRS consultants, members of the investment management industry and the general public. The event aims to share, learn, and discuss impactful topics across the UTS and PRS industries. The event is themed 'Re:Set' and premised on 'the Great Reset' called by the World Economic Forum in 2020 in response to the economic difficulties brought about by the COVID-19 pandemic.



The two-day event featured 15 virtual booths and seminars on topics related to UTS and PRS as well as quizzes and lucky draws.

### InvestSmart® @ Minggu Saham Amanah Malaysia 2022

The Minggu Saham Amanah Malaysia (MSAM) event has been organised by PNB since 2000. 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.

MSAM 2022 was held at Port Dickson, Negeri Sembilan from 24 to 30 November 2022 and featured over 50 various exhibitors comprising PLCs, banks and regulators. The SC opened a booth at the event and welcomed visitors to participate in the capital market survey as well as share investment knowledge with the public. In addition, the SC was also invited to speak at their pocket talk sessions. The week-long event attracted over 146,000 visitors.





## Financial Education Network

### Financial Literacy Webinar for School Principals and Headmasters

Following the request from the Ministry of Education (MOE) during Financial Education Network's (FEN) High Level Steering Committee meeting held on 28 June 2021, a series of financial literacy webinars was planned for the school principals and headmasters. For this purpose, MOE has identified Institut Aminuddin Baki (IAB) to work with FEN on co-ordinating the participation of more than 10,000 school principals and headmasters (SPH) in Malaysia.

This initiative commenced in late 2021 with a total of 6 sessions planned. The last three sessions was held in Q1 2022 and featured Perbadanan Insurans Deposit Malaysia (PIDM), PNB and Bursa Malaysia respectively.

The SC, as the organiser and moderator for these webinars, also took the opportunity to share anti-scam awareness messages with the attendees.



### Pilot FEN Social Experiment

FEN members have developed a broad proposal for a pilot social experiment focusing on elevating awareness on financial fraud and scams among university students. The objective of the social experiment is to determine the effectiveness of the interventions and to identify students' reasons on falling prey to scams. As such, both the SC and BNM have conducted 4 webinars to 4 different universities, Sunway University, Universiti Teknologi MARA (UiTM), Universiti Putra Malaysia (UPM) and INTI International University and Colleges. A total of 956 students attended the webinars, to which the SC, BNM and Dr. Adam Zubir who was the identified influencer, presented in the respective webinars.

### Outreach To Preschool Children and Rural Community in Partnership With Jabatan Kemajuan Masyarakat

On 15 February, FEN members and affiliates was involved in a 3-day workshop with Jabatan Kemajuan Masyarakat (KEMAS) officer as part of the process to develop suitable syllabus for KEMAS TABIKA's preschoolers and the community. Pegawai Komuniti KEMAS will take on the role as Agents of Change to the rural community in 210 resource centres nationwide.

### FEN x Digital Social Malaysia

FEN was invited to give a talk on the topic of 'Financial Literacy in the 21<sup>st</sup> Century' as part of Digital Social Malaysia's Education Series, on 2 August 2022. The webinar comprised speakers from the SC, Agensi Kaunseling dan Pengurusan Kredit (AKPK), Life Insurance Association of Malaysia and Private Pension Administrator Malaysia (PPA Malaysia). The online webinar was targeted to MySTEP and Digital Social Malaysia Talents which brought in 100 viewers.



### FEN x Projek Belia Mahir

On 23 August 2022, the SC was invited to give an anti-scam awareness talk at the 'Seminar Pemantapan Literasi Kewangan' in conjunction with the *Majlis Konvokesyen Projek Belia Mahir*.



The InvestSmart® team was also present at the *Majlis Konvokesyen Projek Belia Mahir* on 24 August 2022, attending FEN's booth together with officers from BNM.



### Financial Literacy Month 2022

Financial Literacy Month 2022 (FLM2022) was held throughout the month of October 2022, with the theme 'Kesejahteraan Kewangan: Jom Digital dengan Yakin'. FLM2022 was launched on 1 October 2022 where it kick-started the nationwide roadshow that covers 61 locations and engaged with over 23,000 visitors.

Various activities were carried out, in the form of forums, symposiums, events, workshops and webinars. Most of these activities were held both physical and online. In 2022, FEN reached out to more than 3.2 million Malaysia during FLM2022, which ended with yet another 2-day mini exhibition at IPC Shopping Centre, where the SC was invited to give a pocket talk on anti-scam awareness. The 2-day event reached out to more than 41,000 participants.

