





# INVESTOR EMPOWERMENT INITIATIVES

## VIRTUAL INVESTSMART® Fest 2020

23 – 25 OCTOBER 2020

 <p><b>9,000+ VISITORS</b></p> <ul style="list-style-type: none"> <li>• Over 50% reside outside Klang Valley</li> <li>• 30% are between the ages of 18-30</li> </ul>	 <p><b>37 EXHIBITORS</b></p> <ul style="list-style-type: none"> <li>• Capital Market Intermediaries</li> <li>• Associations</li> <li>• Regulatory and Government Agencies</li> </ul>
 <p><b>40 SPEAKERS</b></p>	 <p><b>460</b> Slots of free consultation with licensed financial planners offered at #FinPlan4U service desk</p>

On the investor education end, the COVID-19 pandemic has impacted the InvestSmart®'s plan for face-to-face or on ground investor education initiatives. As InvestSmart® events such as Bersama InvestSmart®@Borneo and InvestSmart®@SC had to be cancelled, its focus shifted to digital media, television and radio as the means to continue reaching out to the public with its investor education initiatives.

### Virtual InvestSmart® Fest 2020

In October 2020, the seventh instalment of the InvestSmart® Fest was held virtually for the first time. InvestSmart® Fest 2020 themed, 'Silap Labur Duit Lebur' was in support of the Financial Education Network's (FEN) inaugural Financial Literacy Month 2020 held in October. The event gathered 37 exhibitors comprising capital market intermediaries, associations, regulators and ECF, P2P financing and digital assets market operators. The 3-day event also offered over 450 free consultations with licensed financial planners at the virtual #FinPlan4U financial services desk.



## Anti-Scam Initiatives

Recognising the potential rise in scams during the current economic uncertainties due to the COVID-19 pandemic, InvestSmart® carried out various initiatives to raise awareness on anti-scam.

Key initiatives were:

### New InvestSmart® Anti-scam Videos



In conjunction with the event, InvestSmart® broadcasted 4 new anti-scam awareness videos to raise awareness among investors from falling prey to scams. The videos garnered over 190,000 views online.

### Dedicated Anti-scam Webpage on the SC's Website



A dedicated web-page was created on the SC's website to share insights on the scammers' *modus operandi*, steps that public can take to avoid being scammed and news related to scams, not only in Malaysia but also overseas.

### 3 week TV Campaign on Media Prima Channels



InvestSmart® carried out a TV campaign on anti-scam awareness for three weeks from 10 to 30 April 2020 via 4 Media Prima TV channels – TV3, TV9, NTV7 and 8TV. The 15-second message was screened 504 times throughout the 3-week period, reminding the public to exercise extra caution, with reminders on the InvestSmart® T.I.P.U formula before investing.

These 4 channels recorded monthly viewership ranging from 4 million to 15 million which gave InvestSmart® a very good reach, particularly during the MCO period.

### Public Service Announcements on All TV and Radio Channels

The SC continues its collaboration with the Ministry of Multimedia and Communication Malaysia, to promote investment literacy and anti-scam awareness messaging nationwide.

In tandem with the SC's media release on 29 May 2020 to warn the public on the rise of clone firm scams, the SC, in collaboration with Ministry of Multimedia and Communication Malaysia, released several public service announcements. These public service announcements, both in English and BM, were on-air for 3 months from 2 June 2020 to 31 August 2020.

## InvestSmart® Education

### InvestSmart® Online Series

In May 2020, the InvestSmart® Online Series was launched to provide education to public via short video podcasts and tutorials on the basics of investing. InvestSmart® has since developed and shared with the public a variety of videos on its social media platforms:

- *Kenali Pengurus Pelaburan Digital (Robo-Advisors);*
- *How to Search for Licensed Financial Planners;*
- *Getting Started with Bitcoin and Digital (Crypto) Assets in Malaysia;*
- *Perkara-Perkara Asas Berhubung Urusniaga Saham Syarikat Tersenarai;*
- *Dealing with Unauthorised Digital Asset Exchanges; and*
- *Penipuan Firma Klon.*

These videos garnered more than 130,000 views in total.

### Daily Postings on InvestSmart®'s Social Media platforms

Since the MCO, InvestSmart® increased the frequency of messages posted on its social media platforms such as:



- Special relief measures introduced by the SC, particularly on the areas directly benefiting the public e.g. pre-retirement PRS withdrawals;
- General knowledge on capital market products and services;
- Carried out online polls on capital market literacy; and
- COVID-19 related social responsibility awareness e.g. social distancing .

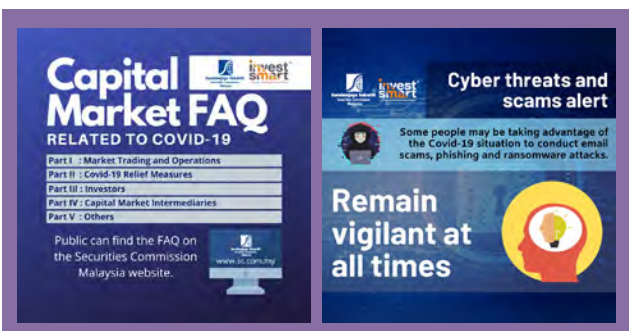
## Digital Literacy for Seniors Programme



The COVID-19 crisis in 2020 has significantly changed the manner in which we carry out our daily activities where more are being done online, including matters relating to financial and investment. This has led to concerns that the silver population may face certain challenges in embracing the technology particularly in using digital financial services. The Digital Literacy for Seniors Programme was developed to create awareness for the silver population, aged 55 years and above, to achieve digital financial inclusion through webinar sessions. The first webinar held on 17 December 2020 recorded 211 registered participants.

## Others

### Capital Market Frequently Asked Questions Related To COVID-19



InvestSmart® produced the 'Investors' section on the website including reminders to the public to be extra cautious of scams and illegal schemes during this difficult time.

### IOSCO's World Investor Week 2020

During the World Investor Week 2020 (WIW 2020), held from 5 to 11 October 2020, InvestSmart® disseminated the following messages to the public:



- The importance of financial planning, particularly in the midst of the COVID-19 crisis and the post-banking moratorium period; and
- The importance of being more vigilant when investing, and avoiding unlicensed share trading platforms and investment advisers.

These messages were disseminated to the public via BFM89.9 audio podcasts.

### Collaborative Events

In addition to the above, InvestSmart® also participated in collaborative events organised by other agencies.

#### InvestSmart® @ AKPK's SURIHATI BIJAK, GENERASI TERDIDIK #DEMIESOK

The Credit Counselling and Debt Management Agency (Agensi Kaunseling dan Pengurusan Kredit or AKPK) in collaboration with Tenaga Nasional Bhd, organised a programme titled 'Surihati Bijak, Generasi

Terdidik #Demiesok' on 28 and 29 January 2020 in Kuala Lumpur. Targeted to the female staff of TNB, the objective was to raise awareness on the importance of personal financial management in various aspects of life, women's welfare and empowerment in making financial decisions. The InvestSmart® team set up a booth and engaged with 350 participants over the two-day event, raising awareness on the SC's role and InvestSmart® initiatives.

### MAG-FEN Virtual Talk Series 2020

BNM's Muzium and Art Gallery (MAG) organised the MAG-FEN Virtual Talk Series on 27 August 2020, to raise awareness among university students and their understanding on financial issues especially from the aspect of new norms. The webinar programme was an hour virtual talk presented by guest speakers from FEN members. InvestSmart® shared a presentation on 'Pengenalan Tentang Pasaran Modal Malaysia dan Inisiatif InvestSmart®'. A total of 225 participants from 15 universities registered.

### Malaysia Financial Planning Council (MFPC) - My Money & Me Programme

SC in collaboration with the Ministry of Youth and Sports and Majlis Belia Malaysia, had participated in MFPC's online *My Money and Me* programme. The programme aims to promote the importance of financial planning and to cultivate good savings habit and smart investment culture among the youth. A total of 7 online workshops were conducted with participation of 2,395 attendees nationwide.

### Bernama's Ruang Bicara talkshows sponsored by BNM

The SC participated in the final episode of BERNAMA's *Ruang Bicara* talkshow sponsored by BNM. Appearing alongside Bursa Malaysia, the SC shared among others the impact of the COVID-19 pandemic on investment decisions, initiatives introduced by both the SC and Bursa Malaysia, including updates on FEN's Financial Literacy month 2020.