

The background of the page is a dark blue color with a complex pattern of lighter blue lines. These lines are arranged in a series of parallel, slightly curved paths that create a strong sense of perspective, drawing the eye towards the top-left corner. The lines are thin and closely spaced, creating a textured, almost woven appearance.

PART 4
STRATEGIC ENGAGEMENTS WITH
STAKEHOLDERS

PART 4

STRATEGIC ENGAGEMENTS WITH STAKEHOLDERS

INTRODUCTION

The continuous development of the Malaysian capital market is an effort that requires strong synergies between multiple parties. In that spirit, the SC remains committed to strategic stakeholder engagements, ensuring an inclusive process whereby the needs and interests of all parties are considered when formulating policies and implementing developmental initiatives.

Throughout 2023, the SC actively engaged with a wide network of key stakeholders within Malaysia and beyond, encompassing market participants, financial intermediaries, industry associations, regulatory authorities, businesses, investors, government officials, standard setting bodies, general public and the media. A stakeholder mapping process was applied to categorise the needs of stakeholders, allowing the SC to engage with them appropriately as it strives to be facilitative and respond efficiently to their needs.

The SC leveraged multiple platforms to carry out these engagements, ensuring consistent and constant communication with stakeholders via consultations, meetings, dialogues, and briefings, among others.

Indeed, it is the SC's core belief that the formulation of facilitative and effective policies for the sustained growth of the domestic capital market as well as balanced regulation come only from a deep understanding of the industry and strong collaboration with all relevant stakeholders in the ecosystem.

STAKEHOLDER PERCEPTION SURVEY

The SC embarked on a Perception Survey to garner greater insights as to how the SC is perceived by its key stakeholders. This was one of the initiatives taken in 2023 to enable the SC to better evaluate and diagnose further refinement of its policies and approaches.

Understanding Stakeholder Perceptions

The goal of this survey is to gauge the attitudes of key stakeholders, such as investors and market participants, towards the SC. This insight will enable the SC to align its strategies with stakeholder needs and promote a transparent and efficient market. The survey's impact lies in upholding the SC's reputation and fostering innovation within the Malaysian capital market.

	<p>Assess overall perception Understand stakeholders' view of the SC's effectiveness and credibility.</p>
	<p>Identify areas of strength Determine where the SC is performing well to build upon its strengths for continued success.</p>
	<p>Gauge awareness and understanding Measure stakeholders' knowledge, confidence, and recognition of the SC's obligations, policies, and framework for effective communication and engagement.</p>
	<p>Identify areas for improvement Gather feedback on areas that need improvement to enhance regulatory functions.</p>
	<p>Understand market trends and challenges Gather stakeholders' opinions on emerging market trends and challenges to inform regulatory reforms and communication strategies.</p>



Three Focus Areas



Reputation Measures and KPIs

- The SC carries strong trust and is greatly admired especially among its affiliates and the media, reflecting its positive reputation.
- There is a mild increase in criticism from senior and long-tenured professionals, indicating an area the SC needs to address while maintaining its established reputation.



Brand Perception and Personalities

- The SC is predominantly perceived as a responsible, trustworthy, and formal entity, reinforcing its authority and credibility in its role as a regulatory body. However, it is less associated with traits such as being popular, youthful, bold, or stagnant, indicating a more traditional perception.
- Negative connotations like being disrespectful, unknown, or unreliable are not associated with the SC, reflecting its positive image.



Key Drivers Impacting Trust

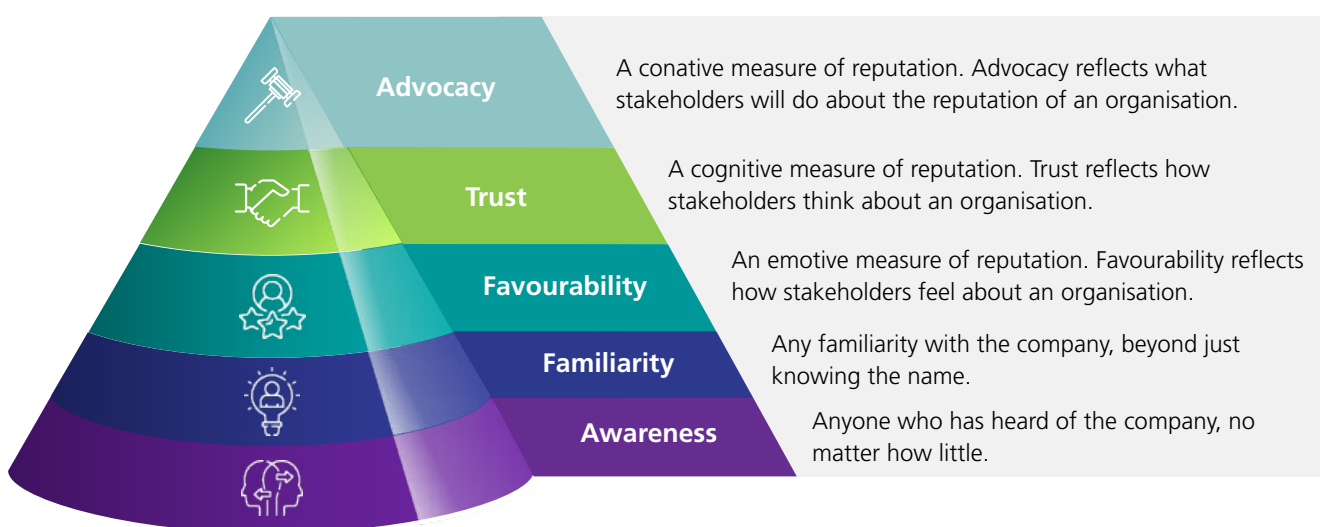
- The SC's dedication to market stability, proficiency, and investor confidence has been recognised and appreciated by stakeholders.
- However, to augment trust, attention should be directed towards catering to varied stakeholder requirements, boosting decision-making transparency, strengthening stakeholder involvement, digitalising processes, fortifying post-COVID market resilience, and collaborating on cross-border regulations.
- Tackling these areas along with leveraging existing strengths will further solidify the SC's reputation, influence, and trust among stakeholders.

The Importance of Trust

Trust is the cornerstone of the SC reputation measurement framework. It reflects the anticipation of persistently positive behaviour and is considered as a strategic KPI. The SC took into consideration the main components which influence the level of trust extended by stakeholders towards the SC.

The Reputation Pyramid

The Reputation Pyramid below reflects the five indicators used to measure the SC's position as a regulator of Malaysia's capital market.



From the findings of the survey, the SC is largely seen as a responsible, trustworthy, and formal regulatory body, reinforcing its authority and credibility. Importantly, the SC avoids negative connotations such as being disrespectful, unknown or unreliable, fortifying its positive image. The key takeaways for the SC are the importance of maintaining its strengths in trustworthiness and continuous responsibility in addressing areas for the regulation and development of the capital market.

SHARED ACCOUNTABILITY

Throughout 2023, the SC continued to engage with various stakeholders towards enhancing shared ambitions and stewardship for the capital market. These opportunities to establish and nurture closer ties with key stakeholders enable the SC to establish facilitative policies, a robust regulatory framework, and foster continuous capital market growth and development.

Strengthening Corporate Governance

In 2023, the SC continued efforts to promote the adoption of good corporate governance practices in the capital market, including bringing together and working with domestic and international stakeholders through various fora. From 11 to 12 October 2023, the SC hosted the OECD Asia Roundtable on Corporate Governance, which gathered over 150 senior delegates

from across Asia to discuss the current issues in corporate governance. The Roundtable also witnessed the Asia launch of the revised *G20/OECD Principles on Corporate Governance*, officiated by Yang Berhormat Datuk Seri Ahmad Maslan, the then Deputy Minister of Finance I, witnessed by the SC Chairman, Dato' Seri Dr. Awang Adek Hussin and the OECD Deputy Secretary General, Yoshiki Takeuchi.

In addition, on 10 October 2023, the SC co-hosted the International Auditing and Assurance Standards Board (IAASB) Asia Pacific Roundtable, which discussed the International Social Security Association (ISSA) 5000, General Requirements for Sustainability Assurance Engagements – the draft standard on sustainability assurance. These discussions involved over 70 participants from markets across the Asia Pacific region including accounting and auditing firms, accounting standard setters, audit oversight bodies, capital market regulators, and institutional investors.



At the ICGN-Hawkamah Conference held in Dubai from 28 to 29 November 2023, the SC was invited to share its perspective on the role of boards in governance sustainability. The conference co-organised by the International Corporate Governance Network and the Hawkamah Institute of Corporate Governance had the participation of close to 200 delegates. The SC shared its efforts to support boards in providing the strategic oversight of a company's sustainability risks and opportunities, which includes structured training for directors on sustainability.

Meanwhile, the SC remained vocal in its support for diversity as a vital component of good corporate governance practices. Among other avenues, the SC

was represented as a panellist at the Malaysia Venture Capital Management Bhd's (MAVCAP) Accelerating Venture event in conjunction with International Women's Day 2023. The panel session, 'Does Gender Matter in the Digital World', discussed opportunities and challenges faced by women in the workforce, the participation of women in leadership positions, and the collective effort required to close gender gaps and break gender biases in the fintech industry.

Ensuring Compliance and Protecting Investors

The SC and the Association of Trust Companies, Malaysia (ATCM) continued to co-host the Bond and Sukuk Trustee Forum, the second in its series. The forum marked a significant milestone for the Malaysian bonds and sukuk industry and was first convened in 2021 as a response to the global pandemic and its disruptions to the economic and financial landscape.

The second iteration of the forum, held on 12 May 2023 at the SC, gathered 35 representatives from various trustee companies involved in Malaysia's bond and sukuk market. The SC Chairman, Dato' Seri Dr. Awang Adek Hussin delivered the welcoming address at the forum, highlighting the crucial role played by bond and sukuk trustees in ensuring compliance and protecting investors' interests in the bond and sukuk market.

The forum included participation by the SC together with the bonds and sukuk trustees. The discussions focused on the challenges and opportunities presented by digitalisation in the bond and sukuk market. The

forum attendees also had the opportunity to share their insights on the duties and liabilities of the board of directors of trustee companies.

The forum provided a platform for bonds and sukuk trustees to gain a deeper understanding of their responsibilities. It also embodied the SC's commitment to being a facilitative, transparent, and engaging regulator. Continuous engagements with the bonds and sukuk trustees enable the SC to formulate policies that address challenges faced by stakeholders and foster continuous growth and development of the bond and sukuk market.

Building Technological Resilience

The cyber security landscape has evolved rapidly, with the likelihood of cyber-attacks growing substantially with each passing year as cyber criminals deploy increasingly sophisticated tactics. In response to this, the SC maintains a vigilant approach to monitor threats and incidents, and adopt a proportionate stance in managing cyber incidents effectively.

The SC through the CMCS exercise remains steadfast in its overarching objective to instil preparedness and proficiency among participating entities, equipping them with the agility to respond promptly and the resilience to recover effectively when confronted with cyber incidents and escalation procedures. The scenarios presented are tailored to mirror the ever-evolving landscape of cyber threats, ensuring that participants engage in an interactive and instructive event.



CMCS 2023 SCENARIOS



**Data
Leakage**



Ransomware



**Insider
Threat**

The SC's Technology Supervision Department under DSI conducts the CMCS in collaboration with the National Cyber Agencies (NACSA) and CyberSecurity Malaysia (CSM). The event on 5 October 2023 marked the sixth consecutive annual CMCS, involving 112 organisations selected based on their level of dependency on technology for day-to-day operations.

Since the release of the *Guidance Note on Management of Cyber Incidents* (Guidance Note) in 2022, the SC has proactively engaged capital market entities to enhance the understanding of their roles and responsibilities in the event of a cyber incident. The pursuit of enhancing the effectiveness of the capital market entities in responding to cyber attacks, the SC organised five sessions of the Capital Market tabletop Exercise (CMTTX) from 2022 to 2023. The events were designed for capital market entities not selected for the CMCS exercise and served as an avenue to familiarise these entities with the contents of the Guidance Note. The CMTTX sessions were attended by 277 participants representing 184 organisations, offering them a valuable opportunity to participate in this educational exercise.



Enhancing Risk Management

The SC continued to work with key stakeholders to remain vigilant of emerging risks and vulnerabilities that may impact the systemic stability of the domestic capital market. The SC's involvement in the Macro Risk Focus Group (MRFG) with BNM is part of a bi-annual collaborative regulatory discussion with BNM to exchange assessments of developments pertaining to the stability of the financial and capital market.

The SC led the first MRFG meeting with BNM on 14 April 2023. The SC then hosted a meeting with BNM to further share developments from the SC's macro stress test on funds, which was featured in the *Capital Market Stability Review (CMSR) 2022*. During this engagement, BNM also shared high-level details of its Climate Risk Stress Test, outlining its objectives, and scope, as well as the challenges involved.

To facilitate inter-agency co-ordination, the SC held engagements with BNM and Perbadanan Insurans Deposit Malaysia (PIDM) on resolution planning in March and June 2023. The engagements included discussions on inter-agency co-ordination such as the Strategic Alliance Agreement (SAA) between PIDM and BNM on information sharing, interventions, and risk monitoring. Given the recent banking crises in US and Europe, the engagement also discussed observations of market stabilisation measures and resolution strategies being undertaken by the relevant authorities.



FACILITATIVE AND INCLUSIVE ECOSYSTEM

The SC holds steadfast to the principle that an open and engaging regulator is essential to the development of effective and efficient capital market policies. As such, the SC continued to cultivate a facilitative and inclusive financing ecosystem for all, in line with efforts to foster a more developed Malaysian capital market.

Mobilising Capital for Private Markets

Facilitating the growth of private markets is essential to the SC's aim of promoting financial inclusion and increasing the breadth and depth of the domestic capital market. The SC has engaged extensively with private and public stakeholders alike to develop the alternative financing space in Malaysia as a key complement to public markets.

The SC, in collaboration with its affiliate CMM and MDEC, organised a series of corporate venture capital (CVC) programmes, the first of its kind in Malaysia, throughout the year. The objective of this series is to advance the domestic VC and PE ecosystem by connecting the different CVC ecosystem players, raising awareness of promising investment opportunities in CVC, and stimulating corporate investments among larger PLCs. These programmes were attended by corporate representatives, Bursa Malaysia, and relevant government agencies.

Additionally, together with BNM, the SC held a roundtable session on 3 February 2023 to better understand issues faced by VC and PE players with

regards to the Malaysian Foreign Exchange Policy (FEP) and to discuss possible solutions. The event was attended by representatives from Malaysian startups, VC and PE firms, as well as ecosystem enablers including MDEC, Khazanah Nasional, Penjana Kapital, and Ernst & Young.

The SC also worked closely with state government officials on their shared objective of expanding the alternative financing space. On 12 June 2023, the SC, together with the Penang State Government and InvestPenang, organised the Capital Market Push for Penang Ecosystem. The one-day event was aimed at raising awareness on the various fundraising avenues available in the capital market for SMEs as well as introducing venture investments to Penang's network of high-net-worth individuals (HNWIs), family offices and corporates. Supported by Penjana Kapital, Bursa Malaysia, and Digital Penang, the event was attended by 164 individuals representing various groups from Penang's business community, namely SMEs, corporates, associations, MTCs, family offices and HNWEs – as well as various state and local government officials.

Additionally, on 17 July 2023, the SC collaborated with Penjana Kapital, Permodalan Negeri Selangor Bhd (PNSB), and the Selangor Information Technology & Digital Economy Corporation (SIDEK) to organise the signing of an MOU to establish the Dana Penjana Selangor (DPS) between Penjana Kapital, PNSB and SIDEK. The SC's support for the MOU is a testament to its keen interest in public-private collaboration in the VC and PE ecosystem. The MOU signing ceremony held at the SC was attended by the then Deputy Finance Minister II, YB Steven Sim Chee Keong and 80 representatives from various agencies, startups, VC and PE firms.



Industry Dialogues

In line with the SC's strategic objective to become a more engaging and facilitative regulator, the SC often holds regular dialogues with industry players to ensure ongoing feedback on the SC's capital market policies and initiatives.

The SC held its annual Securities Commission Industry Dialogue (SCID) on 31 July 2023 (Fund Management Session) and on 3 August 2023 (Equity & Debt Capital Market Session and Private Market Session). The event saw over 60 capital market industry leaders encompassing investment banking, stockbroking, fund management, and private markets. The participants shared proposals and issues over a range of topics under the three broad areas of investment opportunities, funding inclusivity, and market reforms in the capital market. Apart from the initiatives announced, several other topics and issues were also raised and discussed extensively. The proposals were then reviewed to determine its respective merits before being incorporated into the SC's business planning and developmental efforts.

Following two years of virtual meetings due to the pandemic, the 8th Brokerage Industry Consultative Committee (BICC) Meeting was held physically at the SC on 20 July 2023. The BICC was established in 2018 to provide a consultative platform between the SC, Bursa Malaysia, and brokerage industry associations such as the Association of Stockbroking Companies Malaysia (ASCM) and MIBA. It aims to collectively promote continued development and sustainability of the equities market. In the BICC Meeting, matters in relation to market vibrancy were discussed, particularly on ways to further grow and develop the capital market from the perspectives of capital market intermediation, as well as continuous upskilling and enhancing talent in the broader capital market space.



In November 2023, the SC organised two Supervisory Dialogues with CEOs of stockbroking and fund management companies respectively. During these dialogue sessions, the SC emphasised the importance of instilling good culture and strong governance in driving proper business conduct. The SC also highlighted key concerns and expectations arising from its supervisory assessments in several key areas, such as anti-money laundering and combating terrorism financing and proliferation financing, the conduct of MRs and the monitoring of MRs by intermediaries, as well as sales practices in the distribution of UTF's and wholesale funds.

Facilitating Financing for MSMEs

The SC actively engaged with a variety of stakeholders in the MSMEs ecosystem throughout 2023, as it strives to build an effective financing pipeline for the development of the nation's small businesses. On 15 September 2023, the SC entered into an MOU with SME Corp to catalyse greater access to capital market financing for MSMEs. SME Corp is the central co-ordinating agency under the Ministry of Entrepreneur and Cooperatives Development that co-ordinates the implementation of development programmes for MSMEs across all related ministries and agencies. The signing ceremony was held at the SC, where the MOU was inked by the SC Chairman, Dato' Seri Dr. Awang Adek Hussin and SME Corp, CEO Rizal Nainy.



SCxSC Grow

Further, in support of the SCxSC Grow initiative, the SC also engaged with nearly 150 external stakeholders to better understand the current financing challenges faced by MSMEs in the agriculture sector, as well as to develop an alternative financing space to close this funding gap.

In these efforts, the SC was involved in continuous discussions with the Ministry of Agriculture and Food Security, Agrobank, and MDEC, which led to the establishment of the Malaysian Innovation Agriculture Financing (MIAF) Steering Committee. The SC also frequently engaged with the SSM and various RMOs to gain valuable insights into financing options for MSMEs and explore ways in which the SC could facilitate easier access to funding.



STAKEHOLDER ECONOMY WITH ICM AND SRI

As a global leader for the ICM, the SC continues to advance ICM stakeholder engagements and leverage Malaysia's prominent ICM thought leadership. In tandem with the tenets of social and responsible finance, the SC also strives to promote a sustainable capital market where the involvement of capital market intermediaries and other relevant stakeholders is also crucial for the success of SRI initiatives and the development of a facilitative and vibrant SRI ecosystem in Malaysia.

ICM As A Key Driver for a Stakeholder Economy

Islamic principles, such as risk-sharing and wealth redistribution, position the ICM as a key driver for a stakeholder economy, as outlined in the SC's CMP3. To

achieve this vision, the ICM seeks to establish strong regulatory frameworks and facilitate effective platforms for its ecosystem, which includes scholars, practitioners, regulators, intermediaries, and investors to thrive and continue to innovate.

The SC serves as a vital link among these stakeholders in the ICM, facilitating collaborations at both domestic and international levels. In 2023, the SC embarked on various initiatives to strengthen existing relationships and forge new connections through platforms such as conferences, roundtables, forums, and workshops, all aligning with CMP3 objectives.

Key initiatives moving forward include expanding and advancing key areas within the ICM including Islamic fintech, Islamic social finance, and impact and sustainable investing. These will form part of the SC's efforts to create a more robust, inclusive, and transformative economy.

Islamic Fintech

Fintech Roundtable

Themed 'Islamic Fintech for Social Good', a roundtable co-organised by the SC and CMM, supported by Islamic Finance News (IFN) was held on 18 September 2023 at Hamilton Place, UK. The event gathered Islamic fintech players from Malaysia and the UK, who deliberated on ways Islamic fintech and digital market platforms can be leveraged to scale up and lead innovation in social impact and social finance.

The roundtable also discussed–

- the challenges faced by Islamic fintech start-ups in scaling up and expanding their impact while exploring potential solutions to assist them;
- best practices and success stories from both countries on how Islamic fintech platforms are contributing to social impact from the perspectives of start-ups and ecosystem builders; and
- exploring potential synergies and collaboration opportunities between Malaysia and the UK to leverage and maximise social finance impact through Islamic fintech.



Elevating Sustainability Agenda and Social Finance through the ICM

Waqf and Islamic Capital Market Conference

On 20 July 2023, the Waqf and Islamic Capital Market Conference (Waqf Conference), organised by the SC in collaboration with Universiti Sains Malaysia, DRB-HICOM University, and supported by Federal Land Development Authority was held at the SC.

Themed 'Unleashing the Potential of Waqf through the Islamic Capital Market', the conference gathered stakeholders within the *waqf* ecosystem, comprising government agencies, policymakers, State Islamic Religious Councils (SIRCs), Shariah Advisers and academia as well as market practitioners. The focus was on the fundamental reforms to augment the role of Islamic social finance in tackling societal challenges.

The Waqf Conference enabled in-depth discussions on numerous areas, such as the need for a practical *waqf* model and the significance of technology and innovation in enhancing *waqf* management and promoting transparency, efficiency, as well as community involvement. Embracing these advancements can revolutionise the utilisation of *waqf* resources for societal betterment, with a strong emphasis on ecosystem building and collaborative efforts.



14th SC-Oxford Centre for Islamic Studies Roundtable

The 14th SC-OCIS Roundtable, themed 'Investing Towards the Common Good: Impact, Stewardship and Ethical Considerations', was held in Kuala Lumpur on 24 and 25 August 2023. The theme is in line with the SC's CMP3 objective of enabling greater capital mobilisation for businesses that create value for stakeholders of the economy via SRI and ICM.

The SC-OCIS Roundtable is a long-standing collaboration between the SC and OCIS, which was formalised in 2012. Since its inception, the SC-OCIS Roundtable has served as an important platform to stimulate discussion and discourse on Islamic finance, providing direct and indirect benefits by way of facilitating the developmental agenda in the ICM.

Graced by His Royal Highness Sultan Nazrin Muizzuddin Shah, Ruler of the State of Perak Darul Ridzuan and the Royal Patron for Malaysia's Islamic Finance Initiative, the SC-OCIS Roundtable attracted both international and local participants.

The discussions centred on impact investing, the importance of assessing impacts of initiatives and identifying areas for improvement and governance as well as ethical considerations in Islamic finance.



SC-World Bank Conference

The SC-World Bank Conference (Conference), themed 'Social Impact Investment and Islamic Finance: Catalyzing Positive Change through Financial Innovation', was held at the SC on 2 November 2023. This was the 4th instalment of the Conference, which aims to provide a platform for the sharing of views and knowledge on topical themes relevant to Islamic finance and the ICM, as well as recommendations to move forward.

The Conference gathered close to 300 participants from the social impact investing ecosystem, government agencies, venture capital and private equity firms, local Islamic banks, and GLICs. The Conference explored, among others, the state of the social finance ecosystem, participation of the private sector in the social space, and the role of social impact investments in complementing public sector finance. Discussions also revolved around the potential of endowment funds in supporting socially beneficial projects.

The event also witnessed the unveiling of the principles-based *Maqasid Al-Shariah Guidance Islamic Capital Market Malaysia* (Guidance), which was launched by then YB Deputy Minister of Finance I, Datuk Seri Ahmad Maslan. The Guidance provides universal guiding principles to enhance the competitive advantage of ICM and fortify ICM's impact and contribution to society and the larger economy. This is also in line with the SC's CMP3, which seeks to reinforce Malaysia's position as a global leader in ICM and as a regional centre for Shariah-compliant SRI.



Institutionalising Shariah Governance

SC Nadwah of Shariah Advisers in Islamic Capital Market

The SC's inaugural Nadwah of Shariah Advisers in Islamic Capital Market 2023 (SC Nadwah) was held with the industry, committee members, the SC-registered Shariah advisers, and ICM stakeholders. The event underscores the SC's dedication to advancing applied Shariah knowledge and fostering innovative Shariah solutions within the ICM fraternity.

The SC Nadwah provided participants with insights into the latest resolutions of the SC Shariah Advisory Council (SAC) and regulatory updates in the ICM. It also focused on enhancing the professionalism and competence of Shariah advisers by facilitating interactive panel sessions. In line with the SC's objective of expanding the Shariah advisers' community, the SC Nadwah will continue to be held annually moving forward.



Building a Sustainable Capital Market

Essential for the SC's endeavours in crafting SRI policies and fostering a sustainable capital market is its active engagement with various stakeholders including public policymakers. These engagements ensure alignment between the SRI strategic objectives with broader national policies and commitments towards sustainable development and climate goals.

Joint Committee on Climate Change

The Joint Committee on Climate Change (JC3), in which the SC and BNM are Co-Chairs, continues to actively engage and collaborate with relevant ministries and government agencies as well as industry associations to encourage greater alignment in the financial sector's response to climate-related risks with national and business strategies. Such engagements were conducted through platforms such as meetings, outreach sessions, and conferences. Notably, two outreach sessions were held in June and November 2023 respectively to provide a platform for industry players to share their experiences on their net-zero journey in supporting Malaysia's transition to a low-carbon economy.

JC3 Journey to Zero Conference 2023

The JC3, co-chaired by the SC and BNM, hosted its 2nd biennial flagship event, the JC3 Journey to Zero Conference 2023 (Conference) from 23 to 25 October 2023 at Sasana Kijang, Kuala Lumpur. The hybrid conference hosted more than 3,000 participants ranging from regulators, climate experts, advocates, practitioners, and policymakers. It aimed to encourage dialogue and solutions in financing Malaysia's transition and progress towards sustainable development.

The SC Chairman and BNM Governor delivered the welcoming remarks at the Conference. The SC Chairman highlighted the role of the capital market in facilitating fundraising and investments to achieve sustainability and climate goals in the country's transition to net-zero. The Minister of Natural Resources, Environment and Climate Change (NRECC)¹ also delivered a keynote address where he highlighted that the Government, guided by the sustainability-focused frameworks of *Malaysia Madani* and *Ekonomi MADANI*, has implemented measures to contribute to climate action and economic transformation.

The Conference featured over 80 speakers from around the world who shared their experiences on managing climate-related risks and unlocking innovative financing opportunities to meet ambitious climate action. The SC was invited to moderate a panel session titled 'Drawing Global Private Capital: Catalyst for Global Transformation', focusing on discussions about climate investments in emerging market, encompassing investment considerations, enablers, success stories and challenges.

The JC3 also announced five key initiatives to expedite the transition of businesses and farmers towards low-carbon practices at the Conference. This underlined the JC3's commitment to pursue accelerated climate action and emphasised the critical role of the financial industry in enabling a sustainable agenda for the country. The key initiatives announced include Greening Industrial Parks, the Greening Value Chain programme with Bursa Malaysia, a RM1 billion portfolio guarantee scheme for ESG financing, an ESG jump-start portal and Green AgriTech.

In conjunction with the conference, the JC3 hosted a roundtable in collaboration with the British High Commission (BHC) on potential collaboration between UK and ASEAN member states to promote green finance in the region, in which the JC3 Co-Chairs and the BHC *Chargé d'affaires* led the roundtable discussion. Additionally, the SC as the Chair of JC3 Sub-Committee 3 (SC3) hosted another roundtable with the International Finance Corporation (IFC) which convened key stakeholders to explore Malaysia's energy transition enablers, such as policy and regulation, public-private partnerships and financing through Malaysia's sukuk and bond markets.



¹ The ministry is now known as the Ministry of Natural Resources and Environmental Sustainability.

Engagement with Government Ministries and Agencies

The SC continues to work with government ministries and agencies in advancing the sustainability agenda. On 4 July 2023, the SC organised a closed-door SRI sharing session to enhance the understanding and awareness of key ministries on SRI initiatives in the Malaysian capital market. Attendees of the session included working-level representatives of MOF, NRECC, Ministry of Education (MOE), MITI, etc.

The SC also participated in the Energy Transition Townhall session on 7 March 2023, which was chaired by YB Tuan Nik Nazmi Nik Ahmad, Minister of NRECC. This session served as a platform for stakeholders from the Malaysian energy sector to share their feedback on the country's energy transition direction. Additionally, on 17 April 2023, the SC participated in a *National Energy Transition Roadmap* (NETR) workshop organised by the MOE. The workshop sought feedback and input from among others, key stakeholders from Malaysia's energy sector, on energy transition-related initiatives and projects that could catalyse Malaysia's economic growth and facilitate Malaysia's transition to net zero.

Promoting SRI Awareness and Capacity Building Locally and Internationally

The SC organised numerous awareness and capacity-building initiatives as well as participated in local and international sustainability events as part of knowledge sharing and to further enhance the profiling of SRI. These initiatives are crucial to accelerate the growth and development of a facilitative SRI ecosystem in Malaysia.

Enhancing Greater Awareness of Principles-Based SRI Taxonomy

Following the issuance of the *Principles-Based SRI Taxonomy for the Malaysian Capital Market* in December 2022, the SC continued to engage with relevant stakeholders to enhance the understanding and encourage greater adoption of the SRI Taxonomy within the Malaysian capital market. Continuous capacity-building initiatives and engagements were conducted for the capital market industry and other stakeholders in 2023.

In March 2023, the SC and SIDC jointly organised the 'SRI Taxonomy: Insights and Implementation' programme, which provided comprehensive insights into the SRI Taxonomy, offering valuable guidance to organisations aiming to pivot their business models to align with sustainability objectives.



SC–BNM State-Level Outreach

In 2023, the SC and BNM jointly led a series of engagements with relevant stakeholders of certain states in Malaysia. On 27 to 28 February 2023, the SC and BNM met with relevant ministries, government agencies, and other key stakeholders in Kuching, Sarawak. The engagements aimed to gain insights into Sarawak's strategies for sustainability, as well as to discover potential areas of collaboration. Further, the SC and BNM participated in a study visit to Penang and Kedah on 22 and 24 July 2023, to understand the progress and challenges faced by businesses including SMEs to adopt sustainable practices into their respective businesses.



CMM-UN Global Compact Network Malaysia and Brunei–JC3 Sub-committee 3 CFO and Banker Roundtable

On 7 August 2023, a roundtable was jointly organised by CMM, UN Global Compact Network Malaysia and Brunei (UNGCNMB) and Sub-Committee 3 of the JC3 with bankers and CFOs of PLCs to gain a better understanding of the sustainable finance action plans of PLCs, to enable bankers and chief financial officers (CFOs) to collectively identify opportunities in driving the sustainable finance agenda in Malaysia and to explore the use of sustainable finance products such as the SRI-linked sukuk and sustainability-linked loans.

Technical Engagements with Principal Advisers on Sustainability-Linked Corporate Bonds and Sukuk to Build Capacity and Awareness

Following the launch of the SRI-Linked Sukuk Framework in June 2022 and the *ASEAN Sustainability-Linked Bond Standards* in October 2022, the SC conducted one-on-one technical engagement sessions with several principal advisers throughout 2023 to build capacity and awareness on the newly introduced frameworks. Considering the pivotal role that principal advisers play in providing guidance to relevant stakeholders in the corporate bond and sukuk space, the engagement sessions aimed to provide a platform for principal advisers to engage in discussions with the SC on the foregoing matters. Further, the engagement sessions also served as an avenue for the industry to provide feedback on the relevant requirements pertaining to the aforesaid matters.

NaviGate: Capital Market Green Financing Series

To create greater awareness among businesses on green and sustainable financing, the SC continued to organise the NaviGate: Capital Market Green Financing Series in 2023. Since its inception in 2021, a total of nine programmes have been organised including three programmes held within Malaysia in 2023.

In conjunction with CMM's Corporate Sustainability Day, the SC held its first 2023 NaviGate programme in March and May 2023 in Johor Bahru and Penang, respectively. These



programmes aimed to increase awareness among public and private sector industry players on capital market financing opportunities for sustainability-related purposes and create greater connectivity between businesses and the capital market. The SC's SRI and SRI-linked Sukuk, ASEAN's Green, Social, Sustainability, and Sustainability-linked Bonds, and alternative financing avenues such as ECF and P2P financing platforms to facilitate financing for green, social, and sustainability purposes were featured during these programmes.

The third NaviGate Programme was held in Kuala Lumpur in May 2023, in conjunction with the CMM's ESG week. The programme focused on creating awareness on financing sustainability through the bonds and sukuk market and highlighted the SRI-linked sukuk and bonds. It featured a presentation on sustainability-related sukuk and bonds as well as a sharing session by capital market experts on their experiences in raising SRI and SRI-linked Sukuk and Bonds. A representative from Bursa Malaysia also spoke on the necessity of SRI reporting to elevate the sustainability practices and disclosures of listed issuers, whose components may also be used as key performance indicators under the SRI-linked sukuk and sustainability-linked bonds structure. These three programmes attracted more than 290 participants representing MSMEs, corporates and various agencies.

Fostering International Awareness of SRI

To further enhance the profiling of SRI internationally, the SC participated as speakers at various sustainability events throughout 2023 such as the Islamic Sustainable Finance & Investment Dialogues held in Dubai on 16 March 2023 and the 9th Annual Conference on the Principles organised by International Capital Market Association (ICMA) in Singapore on 28 June 2023 as well as Principles for Responsible Investment (PRI) Sustainable Finance Policy Conference in Japan on 3 October 2023. Notably, during the dialogues in Dubai, the session on 'Positioning ESG and Sustainable Finance and Investment – Policy, Regulation and Action' discussed among others the implications for the Islamic sustainable financial services sector following the introduction of various regulatory taxonomies, frameworks, and standards.

28th United Nations Climate Change Conference of the Parties

The 28th United Nations Climate Change Conference of the Parties (COP28) was held in Dubai, United Arab Emirates (UAE) from 30 November to 12 December 2023. The SC, as part of Malaysia's delegation, provided support to the MOF in the COP negotiations and shared the SC's perspective in accelerating efforts to facilitate Islamic sustainable finance through various speaking engagements. Together with CMM, the SC also supported side events at the Malaysia Pavilion, which was the main and centralised platform that promoted Malaysia's climate change adaptation and mitigation actions, alongside initiatives of Malaysian businesses.

Several panel sessions were held at the Malaysia Pavilion with the SC's active participation including a panel discussion on 'ESG Investing: Building an ESG-Aligned Portfolio in Malaysia' where the panel delved into the vast opportunities for investors to contribute to Malaysia's green economy through ESG investments. The SC also participated in a panel discussion on 'Leveraging Islamic Finance for Sustainability', which discussed the dynamic interplay of Islamic finance and its integration with modern mechanisms to mitigate future climate risks.

In a panel discussion on 'Advancing a Just Energy Transition Towards a Net Zero Future', the SC emphasised the pivotal role of the capital market in financing Malaysia's energy transition. The discussion underscored the importance of a 'whole of nation approach' in alignment with Malaysia's NETR. Following the announcement of the Global Islamic Finance Program (GIFP) for Climate, Nature and Development's newly formed Advisory Committee at COP28, of which the SC is one of the fund's Advisory Committee member, the SC participated in a panel discussion on 'Mobilising Islamic Finance for Climate & Nature'.

The session, hosted at the UAE Pavilion, the session emphasised the pivotal role of Islamic Finance in catalysing blended finance for the Global South, tackling challenges and seizing opportunities for sustainable investments in climate and nature initiatives. The session also highlighted the establishment of the GIFP as a key initiative to drive this agenda further.

Similarly, the GIFP was also emphasised in another panel session participated by the SC at the Malaysia Pavilion, titled 'Advancing Climate Adaptation and Resilience through Islamic Sustainable Finance in the MENA and Asia Pacific Regions'. Discussions centered around the GIFP and the panelists deliberated on actionable strategies for climate financing, providing practical insights to address evolving challenges in these regions.



In addition, the SC contributed insights to the panel on 'Capacity Building for Transition towards Low-emission and Climate Resilient Development Pathways' at the Joint Multilateral Development Banks (MDB) Pavilion organised by the New Development Bank and the Institute of Finance and Sustainability. This session discussed significant advancements, challenges, and opportunities within sustainable finance and investment across New Development Bank member countries, emerging markets, and developing countries.

During the regulator fireside chat on 'Convergence or Building your Own?', which was held at the Global Ethical Finance Initiative's (GEFI) Summit on Unlocking Islamic Finance for COP28, the SC as a participant discussed the SRI Sukuk Framework while emphasising the SC's commitment to steering the market with the guiding tenets of *maqasid al-Shariah*, fortifying Malaysia's position in the global ICM.

The SC was also the spokesperson for relevant ASEAN initiatives at COP28 such as the *ASEAN Taxonomy for Sustainable Finance* (ASEAN Taxonomy) and the *ASEAN Transition Finance Guidance* (ATFG), in its capacity as Chair of the ATB's Working Group on Market Facing and Resourcing, and Co-Chair of the ASEAN Capital Markets Forum's (ACMF) Sustainable Finance Working Group.

At the Asian Development Bank (ADB) Pavilion, the SC contributed to discussions on transition finance by representing ACMF in a panel on 'Promoting a common language to sustainable finance within Southeast Asia and guiding a just transition: The ASEAN Taxonomy and ASEAN Transition Finance Guidance', providing perspectives on ASEAN's transition journey.

Additionally, the SC represented the ATB by delivering a presentation on 'The ASEAN Taxonomy for Sustainable Finance Version 2: Stakeholder Validation and Continuing Development Towards a Just Transition' at the Malaysia Pavilion. The presentation included an overview of the ASEAN Taxonomy, highlighting key outcomes from the completed stakeholder consultation, and outlined future steps for the taxonomy project and transition initiatives.

The SC also represented the ATB in a panel session at the Singapore Pavilion on 'Managing the Phaseout of Coal-fired Power Plants Session 1: Credibility'. The session focused on the collaborative role of the ASEAN Taxonomy and voluntary guidance in driving coal phase-outs, emphasising the need for public-private collaboration in creating an enabling environment for these initiatives.



INTERNATIONAL PROFILING

In our efforts to maintain a strong presence on the global front, the SC has established a wide international network with foreign policymakers, regulatory counterparts, multilateral organisations, and market participants through participation in various international fora.

Besides supporting Malaysia's trade and economic agenda, the fostering of robust multilateral ties allows us to closely align domestic regulatory and market developments with international best practices and standards, thereby enhancing the relevance and competitiveness of the Malaysian capital market.

International Organization of Securities Commissions (IOSCO)

In 2023, the SC continued to play an active role in IOSCO, an international securities regulation standard-setter whose membership regulates more than 95% of the world's capital markets in approximately 130 jurisdictions. As a member of the IOSCO Board, the SC is well-placed at the forefront of global regulatory discussions and policymaking and is able to gain relevant insights into emerging regulatory issues impacting global capital markets while contributing to international thought leadership.

This leadership position enables the SC to also raise issues of concern affecting the Malaysian capital market and other emerging markets and ensure there is an appreciation of these issues in the development of international policy recommendations. Discussions at the IOSCO Board include issues impacting investor protection, market integrity and systemic risks such as sustainable finance, digital assets and decentralised finance, enforcement co-operation, and retail market conduct.

Within IOSCO, the SC is an active member of various task forces and policy committees such as sustainable finance, fintech, secondary markets, emerging risks, retail investors and the Assessment Committee². Through these task forces and working groups, the SC is able to gain insights and tap into the experience and expertise of other markets, as well as to profile its domestic developmental and regulatory efforts in relevant areas.

Notably, the SC organised two workshops. On 10 February 2023, the SC as a member of the IOSCO Committee on Emerging Risks (CER) was involved in a roundtable session with stakeholders from the PE, private credit and asset management industries to exchange perspectives on private finance. In addition, on 15 November 2023, the SC also shared insights on the digital asset landscape in Malaysia in a meeting with the IOSCO Committee on Retail Investors, as Committee 8 focused its efforts on crypto-assets and retail investor protection.



² IOSCO's Assessment Committee is responsible for the implementation and monitoring of IOSCO's Principles and Standards across its membership.

Association of Southeast Asian Nations (ASEAN)

The SC plays a pivotal role in contributing to the development and harmonisation of capital markets across the ASEAN. Through various ASEAN-level platforms, the SC actively engages with other securities regulators, finance ministries, and central banks to champion initiatives that enhance market integrity, investor protection, and the adoption of sustainable finance practices within the region.

As Chair of the ATB Working Group on Market Facing and Resourcing, as well as Co-Chair of the ASEAN Capital Markets Forum's (ACMF) Sustainable Finance Working Group (SFWG), the SC has a particular focus on facilitating sustainable finance-related initiatives. With the ATB, the SC led stakeholder consultations and engagements both within and beyond the region on Version 2 of the ASEAN Taxonomy for Sustainable Finance and capacity-building sessions such as the ASEAN Taxonomy Version 2 Socialisation Webinar. Furthermore, through the ACMF SFWG, the SC contributed to the publication of the ASEAN Green, Social, and Sustainability-Linked Bond Standards, the *ASEAN Sustainable and Responsible Fund Standards*, and the ATFG.

The SC is also an active member of the Working Committee on Capital Market Development (WC-CMD)³. At the WC-CMD, the SC chairs the Infrastructure Finance Working Group (IFWG) which supports the development of infrastructure financing throughout ASEAN. This includes sharing experiences by sovereign issuers at a Sustainable Bond Knowledge Sharing session organised by the IFWG, which takes place at each WC-CMD meeting to promote the use of sustainable finance by governments to fund sustainable projects.

Fostering International Regulatory Co-operation

Strengthening regulatory co-operation and linkages with its foreign counterparts remains a key focus of the SC's international efforts. The relationships that the SC cultivated over the years have enabled it to tap on relevant expertise, insights, and request necessary assistance to support the SC's role and functions.

In relation to supervision and enforcement, the SC has regular engagements with its counterparts through regional Supervisory and Enforcement Directors' meetings. The IOSCO's Multilateral Memorandum of Understanding (IOSCO MMOU) also allowed the SC to provide and receive regular assistance from international regulators, thus strengthening its enforcement capabilities and reach in dealing with cross-border market misconduct. In efforts to strengthen regional co-operation, the SC signed an MOU with the Securities and Exchange Regulator of Cambodia to facilitate greater regulatory, enforcement, supervisory co-operation and capacity-building efforts between the two regulators.

The SC continues to play an important role through the IOSCO Asia Pacific Hub, in strengthening the regulatory capabilities of securities regulators in the region as well as globally. The Hub fosters knowledge-sharing among securities regulators through interactive panel discussions, the exchange of best practices and case studies during workshops and seminars. To date, the Hub has trained over 1,800 participants from across 110 jurisdictions. In 2023, a total of six workshops and one webinar were organised, encompassing a variety of topics, including emerging risks in global capital markets, derivatives activity in developing markets, sustainable finance, cyber resilience, and regulatory enforcement.

³ Co-ordinating committee that monitors initiatives and progress of the ASEAN members towards building the capacity and laying the infrastructure for the development of ASEAN capital markets.

ASEAN Socialisation Activities

The SC participated in various capacity building and socialisation events in relation to the fora that it is involved in at the ASEAN level. These mainly related to the SC's role as Co-Chair of the ACMF's SFWG, and the Chair of ATB's Working Group on Market Facing and Resourcing. These included participating in side-events and panel sessions in Indonesia organised throughout 2023 by the Indonesian authorities during their ASEAN Chairmanship, as well as international organisations such as the ADB and the ASEAN-Korea Centre.

Highlights included the webinar on 'The ASEAN Taxonomy: Facilitating a Just Energy Transition' held by the ATB on 9 June 2023 to introduce the *ASEAN Taxonomy Version 2*, highlighting its unique features that enable alignment to international taxonomies while serving the needs of ASEAN. The event attracted more than 370 attendees throughout ASEAN and beyond.



The SC presented the *ASEAN Taxonomy Version 2*, which was followed by a panel session discussing energy transition in ASEAN and the role of the ASEAN Taxonomy in guiding climate finance, with participants from the Sustainable Finance Institute Asia, ADB, the International Capital Market Association and the Global Financial Alliance for Net Zero.

On 17 October 2023, the SC Chairman Dato Seri Dr. Awang Adek Hussin participated in the ACMF International Conference 2023 'Transitioning Towards Sustainable Capital Markets: The ACMF Perspective', which was organised by OJK in Bali. During the session on 'Capital Market Development: A Conversation with ACMF Leaders', the SC Chairman shared capital market developments in Malaysia as well as the work of the ACMF's SFWG to further the sustainability agenda in ASEAN.



International Trade

In supporting Malaysia's trade and economic agenda, the SC strives to ensure continued active participation in the domestic capital market while safeguarding the interest of investors and firms alike. As such, the SC places significant emphasis on international trade agreements, focusing specifically on financial services.

Towards achieving this objective, the SC in 2023 participated in negotiations of the *Malaysia-Turkey Free Trade Agreement* (MTFTA), *ASEAN-Canada Free Trade Agreement* (ACaFTA), and the ASEAN Working Committee on Financial Services Liberalisation (WC-FSL), as well as the review and enhancement of the *ASEAN-Australia-New Zealand Free Trade Agreement* (AANZFTA).

Invest Malaysia New York

The SC participated in the Invest Malaysia New York conference organised by Bursa Malaysia in New York City on 21 September 2023. The event, the first in the city since 2017, attracted 200 delegates in the financial and investment community including foreign fixed income, equity and private equity investors with combined AUM of over US\$40 trillion (approximately RM188 trillion).

Themed 'Regaining Malaysia's Lead in Asia', Invest Malaysia NY 2023 centred on promoting Malaysia's inherent strengths and how the Malaysian government's visionary *Ekonomi MADANI* framework will re-establish Malaysia as a leading ASEAN economy. Prime Minister Dato' Seri Anwar Ibrahim officiated and delivered the keynote address at the event.

At a panel session entitled 'Macro Resilience and Market Insights', SC Chairman Dato' Seri Dr. Awang Adek Hussin spoke on how the capital market is being enhanced to help drive greater economic growth, inclusion and sustainability, in line with the aspirations of the *Ekonomi MADANI* framework.

The delegates were updated on the recent announcements of capital market initiatives targeting to boost market vibrancy and enhance investor access. These include automatic promotion of eligible PLCs from the ACE Market to the Main Market of Bursa Malaysia, the reduction of stamp duty, and the enabling of fractional share trading by investors through stockbrokers. Dato' Seri Dr. Awang Adek Hussin also said Malaysia would further facilitate companies to list on Bursa Malaysia through the speeding up of the IPO process to ensure Malaysia's competitiveness and attractiveness.



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.



Event Partners:



Diamond Exhibitors:



Gold Exhibitors:



In Conjunction With:



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 Ajen 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 *Ajen 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

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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.



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.



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.



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.



MEDIA ENGAGEMENTS

The SC's commitment to fostering transparency, openness, and trust has been demonstrated through its robust media engagement activities throughout the year. In 2023, the SC issued 58 media releases, hosted eight press conferences and background briefings, and conducted 25 interviews with various media outlets. These efforts aim to ensure that accurate and timely information about the SC's initiatives and decisions are disseminated to the public.

Furthermore, 36 speeches by the SC Chairman and Senior Management team were shared with the press, allowing for greater access to the SC's key messages and priorities. The SC also issued press statements on significant events and developments, including the launch of *Ekonomi MADANI*, Invest Malaysia New York 2023 and Budget 2024. These press statements served as concise summaries of the SC's position and provided important context for the public and media to understand the rationale of these initiatives.

To nurture closer relationships with the media, regular visits to prominent media outlets were organised. In 2023, the SC organised three visits to various media outlets, allowing the SC to engage with journalists and editors in person. The SC visited The Edge and the New Straits Times Press, as well as state media agencies to forge relationships as well as engage in potential strategic partnerships.



Additionally, the SC30 Golf Tournament provided an avenue for networking and informal discussions, further strengthening the relationship between the SC and the media industry.

The SC's media engagement strategy extended beyond mere reporting; it aimed to establish thought leadership through the regular contributions of op-ed articles by the SC's Executive Team. In 2023, the SC contributed 10 op-ed articles to prominent publications, sharing insights on various topics and industry trends such as sustainability, audit, and investor education. These articles not only allowed the SC to showcase its expertise and vision but also provided valuable insights to shape public discourse on matters related to its mandate and responsibilities.

One of the cornerstones of the SC's media engagement activities was its commitment to investor education and protection. The SC spearheaded various media campaigns aimed at raising awareness about financial literacy and educating the public on how to identify and avoid investment scams. In 2023, targeted efforts were made through print, online and broadcast media to communicate with the public in rural communities and underserved areas.

By actively engaging with the media, the SC ensures that accurate and timely information is disseminated to the public, promoting a better understanding of its work and enhancing its credibility as a trusted, transparent and approachable regulator.

DRIVING RESULTS WITH INTERNAL ENGAGEMENTS

The SC's greatest assets are its people. Cultivating a positive, supportive, and inclusive work environment that values its talent and employees is key to being a high-performance organisation. Its internal engagements, some of which are featured here, serve to foster a deeper sense of togetherness and propel the staff towards the achievement of the SC's vision and mission for years to come.

Business Planning – Townhall and Management Offsite

Following from the introduction of the inaugural three-year Business Plan 2023-2025 held in 2022, townhall sessions were held to apprise SC staff of its new direction, as well as the 2023 Corporate Scorecard. The Business Plan and Corporate Scorecard aim to ensure a sharper focus among staff on carrying out the SC's dual-mandate in regulating as well as developing the capital market in alignment with national agendas and aspirations.

Three Business Plan Townhall sessions were held from 12 to 19 January 2023, where the SC's seven focus areas and strategies involving the deliverables of key needle-moving initiatives were cascaded to all staff. These Townhalls underscored the pivotal responsibilities entrusted to the SC and its staff, emphasising its significant roles within the capital market. It was highlighted that when working collectively under a unified umbrella, the SC and its staff can play an instrumental role in shaping the landscape of the capital market.

Subsequently, a Management Offsite was held from 6 to 8 October 2023, with the objective of prioritising and refining the proposed *2023-2025 Business Plan* initiatives and formulating a detailed *Action Plan for 2024*. This involved a sequence of deliberative sessions across Business Groups, where each department engaged in comprehensive discussions on the proposed

initiatives. Furthermore, interlock sessions with key enablers took place from 30 October to 3 November 2023, involving 11 Business Groups and 45 Line Departments.

Cultivating the SC DNA - Interactive Workshops

The SC DNA, introduced in March 2023, comprised six dimensions which serve as the backbone for the SC's values, forming a powerful foundation in embodying the values of a model regulator and delivering excellence in all aspects of our work.

In internalising the SC DNA, a series of interactive sessions were organised throughout 2023. The sessions intended to provide experiential exposure to staff members on avenues to live out the dimensions and in encouraging fellow colleagues to do the same.

Staff members enrolled in a total of 10 half-day classroom sessions, with attendance consisting of staff from across departments and Business Groups, providing an opportunity for staff to socialise and, importantly, to learn with and from one another. Pursuant to the classroom sessions, online quizzes emphasising on specific touch points were organised to further inculcate the dimensions and embed them as a value across the SC.



Commemorating Occasions and Celebrating Milestones

Merdeka Leadership Series

The Merdeka Leadership Series was initiated in 2007 as the 'Reading Campaign and Merdeka Celebration Week' by the SC's Knowledge Management Department. Since then, it has evolved into a significant platform for insightful discussions and reflections. The inaugural event in 2007 coincided with Malaysia's 50th Independence Day celebration and set the stage for a series that continues to be known for its focus on leadership and national milestones.

In 2013, the series underwent a rebranding and emerged as the 'Merdeka Leadership Series'. This transformation was aligned with the SC 20th Anniversary celebration, shifting its focus to the Merdeka Talk. This evolution provided a platform for distinguished personalities to share their experiences, both pre- and post-independence, with the members of the SC community.



Fast forward to the Merdeka Leadership Series of 2023, a pivotal year as the SC commemorates its 30th anniversary. Tan Sri Dr. Munir Majid, the esteemed founding Chairman of the SC, was invited as the guest speaker. His presence added a profound dimension to the event as he shared invaluable insights into his pioneering role as the SC's first Chairman and the transformative journey of Malaysia's capital market under his leadership.

The event attracted a significant attendance of nearly 300 staff members from the SC and partners. The Executive Team, including the Chairman and Managing Director, played an active role in the event. The Managing Director gave the opening speech, setting the tone for the event, while the Chairman ended the ceremony by presenting mementos of appreciation to the guest speakers.

The Merdeka Leadership Series of 2023 not only celebrated the 30th anniversary of the SC but also served as a moment of reflection, fostering a sense of unity and purpose within the SC family. Through the words of Tan Sri Dr. Munir Majid, the event reaffirmed the significance of visionary leadership and collective effort in shaping the success of an institution dedicated to the development and stability of Malaysia's capital market.

SC 30th Anniversary

The SC marked a milestone occasion on 1 March 2023, celebrating its 30th anniversary in an event that brought the SC community together. The commemoration acknowledged the three decades of accomplishments while serving as a reflection of the organisation's rich history that binds the SC staff and broader stakeholders.

A milestone marked with the launch of SC DNA

The celebratory event commenced with a photo reel showcasing key milestones in the SC's journey over the years. The visuals served as a reminder of the collective achievements by the SC community, portraying the organisation's sense of camaraderie.

Dato' Seri Dr. Awang Adek Hussin, the Chairman of the SC, who has steered the institution through the post-pandemic era delivered a speech for the occasion highlighting its significance. A key takeaway of the event was the launch and introduction of the SC DNA – a set of core dimensions that includes Leadership, Talent Growth, Innovation, Stakeholder Focus, Integrity, and a Risk Mindset. The Chairman proceeded to emphasise the importance of integrating these values into the SC's daily work routines.



Reinforcing SC DNA commitments

Adding a personal touch, an 'SC DNA tree' was set up in the atrium, allowing staff to write pledges, and inspirations on small cards to be positioned on the tree. The interactive concept encouraged a sense of commitment to shared values, fostering a collaborative and aspirational atmosphere within the SC community.

The event also featured the unveiling of the SC30 logo and a video compilation showcasing a cross-section of staff, profiling the SC as a dynamic workplace that provides opportunities to 'work, learn, and grow'.

Recognising long-serving staff

Recognising the backbone of any organisation, the event celebrated long-serving staff members with the Long Service Award. The spotlight shifted to 15 staff members who have been with the SC since its inception 30 years ago. The Chairman honored the staff by presenting them with certificates and letters of appreciation for their long-standing years of service.

The celebration ended with the cutting of a specially prepared SC30 anniversary cake, whereby the Chairman, joined by the Executive Team members, symbolically marked the occasion.



Hari Raya Celebration

In the spirit of unity and in conjunction with the Hari Raya festivities, the SC continued its annual tradition of hosting a Hari Raya open house on 10 May 2023. The event was testament to the SC's commitment to promoting inclusivity, sustainability, and community engagements. The event was divided into two sessions – one for the SC's staff and affiliates, and the other for industry stakeholders.

Embracing harmony and sustainability

The theme for the Hari Raya celebration was '*Dalam Taman, Kita Beraya,*' emphasising environmental consciousness and sustainability. The decorative concept in the venue is in line with the SC's commitment to promote environmental initiatives.

The open house provided an opportunity for the SC's staff and affiliates to come together and celebrate the festive season, fostering a sense of camaraderie and unity within the organisation. Similarly, the session dedicated to industry stakeholders allowed meaningful interactions and collaborations, strengthening the SC's relationship with key players in the capital market. The SC hosted around 350 guests from the industry, while for the staff session, approximately 800 attended. VVIPs in attendance included His Royal Highness Sultan Nazrin Muizzuddin Shah, Ruler of the State of Perak Darul Ridzuan.



Promoting inclusivity and community engagement

Rumah Pengasih Warga Prihatin (RPWP) from Kajang was also invited to join in the festivities. The SC hosted a mixed group comprising orphans (24 children) and economically-impacted families during the staff and affiliates session, embodying the SC's commitment to engage underserved communities. RPWP has been operating since 2005 and is privately funded and collectively managed by its 20 co-founders. It serves as a research and development center for human civilisation, providing shelter and education for orphans, the elderly, the disabled, and the poor.

The SC Chairman presented *duit raya* packets along with gifts reflecting the spirit of giving. The Chairman also initiated a collective contribution towards a charity home with the aim of making a positive impact and improving the welfare of the community.

