

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

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



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

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

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

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



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

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

Investor Education and Awareness

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

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

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

InvestSmart® Fest 2024

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

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

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

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



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

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

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

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

Bersama Investsmart® @ Johor 2024

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

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

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



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

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



Agen Bijak Labur Desa Programme

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

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

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

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

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

InvestSmart® Online Series

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

(a) OECD's Global Money Week 2024

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

(b) IOSCO's World Investor Week

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



InvestSmart® @SC – Program Celik Kewangan

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

- *Pusat Aktiviti Warga Emas (PAWE) Ampang Hilir* – The session held on 25 May 2024 reached 84 seniors aged 55 years and above.

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





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

Outreach to Community Leaders

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

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

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

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



InvestSmart® @ National Science Centre

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

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

InvestSmart® @ Grab Driver Centre Open Day

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

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

InvestSmart® X Program Madani Rakyat 2024

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

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



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

InvestSmart® X Bursa Marketplace Fair 2024

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

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



InvestSmart® X Karnival Saham Perlis

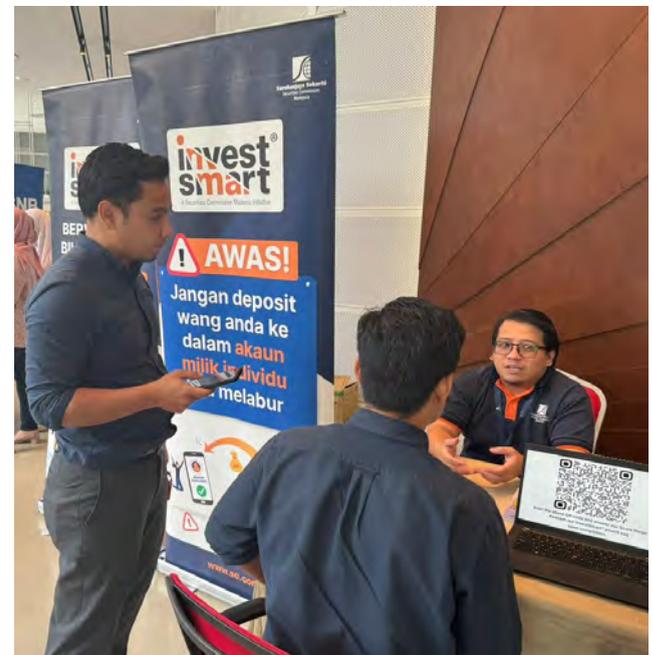
On 19 October 2024, InvestSmart® was invited to participate together with BNM under the FEN banner at Karnival Saham Perlis – Bersama Bursa Malaysia. This event was officiated by DYTM Tuanku Raja Muda Perlis. This event attracted 1,556 visitors.

InvestSmart® X Program Jelajah Anti-Scam Kebangsaan

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

InvestSmart® X Financial Wellness Day 2024

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



InvestSmart® X E-Duit Desa Kundasang, Sabah

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



Minggu Saham Amanah Malaysia 2024

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

InvestSmart® X Karnival Celik Kewangan 2024

Kuantan

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

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

Sarawak

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

InvestSmart® X Festival Belia Pahang 2024

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



InvestSmart® X PJ Startup Festival 2024

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

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



InvestSmart® X FIMMAC 2024

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

FEN's Financial Literacy Month 2024

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

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

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

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

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

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

InvestSmart® Speaking Engagements

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

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

Kelab Pencegahan Jenayah SMK Damansara

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

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

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

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

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

Amazing Seniors: Walk-A-Breakfasthon

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

InvestSmart® @ IKIM FM

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

InvestSmart X Unit Trust Experience 2024

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



Publications – Pitch Article

Pitch Article on Mule Bank Accounts

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

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

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

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

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



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

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

InvestSmart® Social Media Outreach

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

New Anti-Scam Videos

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

New Anti-scam Video Featuring Douglas Lim



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