



Dibawakan Khas oleh PERMODALAN NASIONAL BERHAD

## PRESS RELEASE

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### **PNB'S MINGGU SAHAM DIGITAL RECORDS MORE THAN 2 MILLION VIEWS**

*MSD continues with PNB's goal to enhance financial literacy amongst Malaysians*

**Kuala Lumpur, 14 December 2020** – Permodalan Nasional Berhad's (PNB) week-long Minggu Saham Digital (MSD) – a digital adaptation of Minggu Saham Amanah Malaysia (MSAM) – ended with a resounding success having recorded more than two million views over seven days. The edutainment livestream, themed #LaburBersama, was aimed towards enhancing financial literacy amongst Malaysians of all ages, through various programmes focusing on the importance of investing and financial planning.

MSD succeeded in garnering 7.5 million unique reach via its official Facebook page and 2.2 million cumulated views on its official Facebook page and YouTube channel, while the website recorded 11.5 million impressions.

At the MSD Winners Announcement event held virtually on 10 December recently, President and Group Chief Executive of PNB, Ahmad Zulqarnain Onn said, "We are extremely pleased with the outstanding reception to the inaugural MSD which has far exceeded our expectations. The move towards a digital Minggu Saham has allowed us to broaden our reach to many more Malaysians."

The official MSD website has been visited 1.3 million times, the *Eh, Mana Kod?* contest has garnered more than 540,000 submissions from over 27,000 participants while the *Pass the Mic* virtual mega concert recorded more than 80,000 views.

PNB rewarded the millions who tuned in with an opportunity to win prizes worth more than RM500,000 by participating in contests held pre- and during MSD. The winners and contest prizes are:

- The *Eh, Mana Kod?* contest recorded 27,339 participants, who submitted 547,116 codes. 24 years old Linclon Sengalang Anak Juing from Sarawak was announced the grand winner who won himself a Ford Ranger 2.0L XLT Plus 4WD.
- The grand winner of the *Say What* contest that was held during the *Pass the Mic!* grand concert was 19 years old Iffah Sorfina binti Mohamad Naim from Kuala Lumpur, who bagged herself a Perodua Aruz. The other 10 winners received RM500 Lazada e-vouchers each.

- The *Live Trivia* and *Live Trivia Bonanza* contests which were held over 23 sessions, received 13,000 entries and 230 winners in total were awarded RM46,750 worth of Lazada e-vouchers.
- For *#LakaranJuara*, the winning design which was selected as the official mask design of MSD 2020 was by Siti Fairuz binti Ahmad from Kuala Lumpur who won RM1,000 worth of Lazada e-vouchers.
- 2,500 lucky draw winners received a total of RM125,000 worth of Lazada e-vouchers.

MSD featured more than 70 edutainment programmes with the aim to close the financial literacy gap and encourage all Malaysians to uplift themselves and families financially with helpful tools and resources.

*Pass the Mic!* – MSD’s grand virtual concert – attracted 87,059 views on 21 November 2020 on MSD’s official Facebook livestream. The virtual concert featured talented performers such as Hael Husaini, Akim Ahmad, Dayang Nurfaizah, K-Clique, DJ Cza and Aman RA who performed live at the show.

MSD also offered financial planning resources through the *1-on-1 Advisor Sessions* with consultants from ASNB, AmBank (M) Berhad, Bank Islam Malaysia Berhad, CIMB Bank Berhad and RHB Bank Berhad. These 30-minute private consultations were conducted virtually via [Join.Me](#).

PNB expressed its sincere appreciation to its investee companies who made this ground-breaking digital initiative possible. MSD’s **Rakan Premier** partners are Maybank, Sime Darby Plantation Berhad and UMW Holdings Berhad. Sime Darby Berhad, Sime Darby Property Berhad, S P Setia Berhad, MIDF Berhad and Perusahaan Otomobil Kedua Sendirian Berhad (Perodua) are **Rakan Utama**; whilst MNRB Holdings Berhad, CCM Berhad, Duopharma Biotech Berhad, Velesto Energy Berhad, Sapura Energy Berhad and Projek Lintasan Kota Holdings Sdn Bhd (Prolintas) are in the **Rakan** category.

PNB also thanked all Malaysians who tuned in, Government agencies and regulatory bodies, participating agents – AmBank (M) Berhad, Bank Islam Malaysia, CIMB Group Holdings Berhad and RHB Bank Berhad – as well as event partners such as Asia School of Business, Attana Hotels & Resorts Sdn Bhd, Jewel Digital Ventures Sdn Bhd, PNB Merdeka Ventures Sdn Berhad and Raiz Malaysia Sdn Bhd for their support in contributing to the successful transformation of MSAM, from a physical, on-ground event to one held on a digital platform.

For more information, visit [www.minggusahamdigital.com.my](http://www.minggusahamdigital.com.my) or @minggusahamdigital on Instagram and Facebook.

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#### **ABOUT PERMODALAN NASIONAL BERHAD (PNB)**

Permodalan Nasional Berhad (PNB) is one of the largest fund management companies in Malaysia with assets under management (AUM) exceeding RM300 billion. PNB’s portfolio covers strategic investments in Malaysia’s leading corporates, global equities, private investments and real estate. For more information, please visit [www.pnb.com.my](http://www.pnb.com.my).

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## Appendix

### Winners of *Eh, Mana Kod?*:

- Grand prize winner: Linclon Sengalang Anak Juing (960620 - xx - xxxx)  
Prize: Ford Ranger 2.0L XLT Plus 4WD
- 1st Runner-Up: Mohammad Aliff bin Abd Rahman (920823 - xx - xxxx)  
Prize: Toyota Vios 1.5G (AT)
- 2nd Runner-Up: Abdul Kabir bin Hoyaeli (930721 - xx - xxxx)  
Prize: Yamaha R25
- Winners who won Honda Dash 125 S are:
  1. Zubaidah binti T.M. Hamid (650115 - xx - xxxx)
  2. Muhammad Hisyam bin Abd Rahman (881011 - xx - xxxx)
  3. Tie Mei Chu (830605 - xx - xxxx)
  4. Sarinah binti Awang (860809 - xx - xxxx)
  5. Rosnani binti Said Fikri (720713 - xx - xxxx)
  6. Amiruddin bin Mad Yusuf (880921 - xx - xxxx)
  7. Intan Zarina binti Ahmad (860327 - xx - xxxx)
  8. Joyce Gabriel Henry Kubot (890206 - xx - xxxx)
- Winners who won RM250 each on the Raiz micro-investing platform are:
  1. Nor Nazrina binti Mohamad Nazry (841210 - xx - xxxx)
  2. Samsolizam bin Johari (780601 - xx - xxxx)
  3. Nor Balqis binti Md Zohri (850416 - xx - xxxx)
  4. Rafiza binti Ramli (830803 - xx - xxxx)
  5. Muhammad Amin bin Zainorazman (971025 - xx - xxxx)
  6. Nor Arfah binti Onwi (801018 - xx - xxxx)
  7. Noor Farhana binti Md Ali (951121 - xx - xxxx)
  8. Mohd Safuan bin Hazahar (870113 - xx - xxxx)
  9. Sarojini A/P Kandiah (560822 - xx - xxxx)
  10. Zulaikha binti Al Ishaqi (961225 - xx - xxxx)

### Winners of *Say What* contest:

- Grand prize winner: Iffah Sorfina binti Mohamad Naim (011219 - xx - xxxx)  
Prize: Perodua Aruz
- 10 Lucky Winners who won RM500 Lazada e-vouchers each:
  1. Abdullah bin Omar (820610 - xx - xxxx)
  2. Muaz bin Mohd Marzuki (991115 - xx - xxxx)
  3. Muhd Firdaus bin Zolkepley (860606 - xx - xxxx)
  4. Nurulintan Fadzillah binti Zainal Abidin (810502 - xx - xxxx)
  5. Mohd Faisal bin Ahmad Mansor (711003 - xx - xxxx)
  6. Sharuddin bin Darmawan (70091 - xx - xxxx)
  7. Zool Khibri bin Hadaiau (750830 - xx - xxxx)

8. Nur Ayuni binti Adanan (871020 - xx - xxxx)
9. Nor Farah Liana binti Mohamed Nasir (830302 - xx - xxxx)
10. Norshila binti Ngah (910329 - xx - xxxx)

**Winner for #LakaranJuara**

- Siti Fairuz binti Ahmad (851111 - xx - xxxx)  
Prize: Lazada e-vouchers worth RM1,000