

**PRESS RELEASE**

**For Immediate Release  
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**PNB'S MSAM CONTINUES TO UPLIFT AND IMPACT COMMUNITY  
THROUGH FINANCIAL LITERACY INITIATIVES**

*For the first time, the event is organised in hybrid form, both physically and virtually, to expand its reach to all Malaysians nationwide*

**KUALA LUMPUR, 5 September 2023** – In line with its objective to enhance financial literacy levels among Malaysians, Permodalan Nasional Berhad (PNB) will once again be hosting Minggu Saham Amanah Malaysia (MSAM), this time in Bertam, Penang, from 30 September to 8 October 2023.

Clear to its mandate to enrich the lives of all Malaysians for the prosperity of the nation, the flagship event is also the centre of PNB Sustainability Framework's Social pillar – to continue its commitment towards funding education, community upliftment, financial literacy and knowledge sharing initiatives.

Ahmad Zulqarnain Onn, President & Group Chief Executive of PNB said, "MSAM continues as an annual agenda since it was first introduced in 2000. Themed **"Bijak Melabur, Santai Berhibur"**, in line with PNB's aspiration to improve financial literacy among Malaysians, MSAM 2023 will be organised in hybrid form for the first time. Visitors can come visit the exhibition booths in Bertam and also enjoy the live digital content via MSAM Facebook (<https://www.facebook.com/MingguSahamAmanahMalaysia>) and YouTube (<https://www.youtube.com/@MingguSahamAmanahMalaysia>) pages."

"Elements of STEM (Science, Technology, Engineering and Mathematics) will be incorporated into the exhibition booths, activities and content. Our goal is to inspire the young to pursue knowledge and higher education, which we all know is game changing for many families. It is our hope that visitors and viewers will leave the event inspired, ingrained with new knowledge and learning." he added.

PNB announced its corporate partners for MSAM 2023 during the Majlis Jalinan Rakan Korporat MSAM 2023 held today at Menara PNB. Ahmad Zulqarnain expressed his appreciation to the Penang State Government and the involvement of MSAM 2023 Corporate Partners who have been instrumental towards ensuring successful organisation of this event.

MSAM 2023 Corporate Partners comprise: -

#### Rakan Premier Category

- S P Setia Berhad
- Malayan Banking Berhad (Maybank)
- Sime Darby Plantation Berhad
- UMW Holdings Berhad

#### Rakan Utama Category

- Sime Darby Berhad
- Sime Darby Property Berhad
- Perusahaan Otomobil Kedua Sdn. Bhd (Perodua)
- MNRB Holdings Berhad
- Malaysian Industrial Development Finance Berhad (MIDF)

#### Rakan Category

- Duopharma Biotech Berhad
- Projek Lintasan Kota Holdings Sdn. Bhd. (Prolintas)

Besides MSAM event, other financial literacy programmes by PNB and Amanah Saham Nasional Berhad (ASNB) that will continue to take place during MSAM are: -

- Sembang-Sembang ASNB - ASNB collaborated with several government and private-sector agencies, universities, colleges and teacher education institutes to educate employees and students on financial planning.
- Kuiz Pelaburan PNB - a quiz competition on key concepts relating to investment, economy, financial planning, unit trust and risk & return in investment, involving different categories of participants.
- Kelab Pelaburan Bijak PNB (KPBPNB) - a co-curricular club at 155 secondary schools throughout Malaysia to enhance the knowledge of financial literacy and inculcate good

saving habits among students.

- Fiesta Labur PNB @ Home - an annual programme to share information on ASNB's products and services and to increase the public's knowledge on financial literacy.
- Ramah Mesra ASNB - a programme that enables ASNB to engage with the community while promoting financial advisory content and ASNB's services.

MSAM 2023 is packed with exciting investment education activities and exhibitions by approximately 50 exhibitors consisting of PNB Group of companies, ASNB agents, regulatory bodies and State Government agencies. In addition, MSAM 2023 will be offering visitors various attractive prizes worth close to RM1.4 million. Among the main prizes are: -

<b>Prizes</b>	<b>Sponsors</b>
Single Storey Terrace House in Setia Fontaines, Penang	S P Setia
BYD Atto 3 Standard Range	Sime Darby
Toyota Vios 1.5G AT	UMW
Perodua Axia 1.0L AV	Perodua
Yamaha MT25	MIDF
Apple iPhone 14 Pro Max	Sime Darby Property

This year, MSAM 2023 is targeting 150,000 visitors from all over Penang and the nearby states of Kedah, Perlis and Perak.

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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).

**About Amanah Saham Nasional Berhad (ASNB)**

Amanah Saham Nasional Berhad (ASNB) is the wholly owned unit trust management company of PNB with 32 branch offices and more than 2,600 agents nationwide namely Affin Bank, Ambank, Alliance Bank, Bank Islam, Bank Muamalat, Bank Simpanan Nasional, CIMB Bank, Hong Leong Bank, Maybank, RHB Bank and Pos Malaysia. ASNB currently manages 17 unit trust funds with units in circulation (UIC) of approximately 280 billion units over 15 million accounts. For more information, please visit [www.asnb.com.my](http://www.asnb.com.my) or contact ASNB Customer Service Centre at 03-7730 8899.

**Issued by Permodalan Nasional Berhad**