

BOOSTING FINANCIAL LITERACY

MSAM 2019 ENDS ON HIGH NOTE

Week-long exhibition in Sungai Petani attracts record 163,000 visitors

KUALA LUMPUR

PERMODALAN Nasional Bhd's (PNB) week-long exhibition, Minggu Saham Amanah Malaysia (MSAM) 2019, closed on a high note last week with record 163,000 visitors.

The exhibition, which was held in Sungai Petani and showcased interactive programmes and activities aimed at educating the public on investment and enhancing their financial literacy, received visitors from Kedah, Perlis, Penang and afar.

PNB president and group chief executive Datuk Abdul Rahman Ahmad said the strong crowd, who came from various segments of the community, demonstrated the level of interest that Malaysians had in personal investment.

He believed the programmes and activities held during MSAM 2019 were effective in raising their financial literacy.

"We are pleased with the positive response and encouraging number of visitors," he said.

PNB said the MyASNB App, which made its debut during the



Permodalan Nasional Bhd president and group chief executive Datuk Abdul Rahman Ahmad (right) with the grand prize winner Norasyikin Ahmad at the Minggu Saham Amanah Malaysia 2019 in Sungai Petani, Kedah, on Thursday. PIC BY AMRAN HAMID

event, was well-received.

The app provides convenience for unit holders to access accounts via smartphones and allow them to invest directly and download detailed account statements.

"Laman ASNB" at MSAM 2019 replicates an ASNB branch with

complete over-the-counter services for visitors, including for opening new accounts, investment planning, ASNB account update and MyASNB portal registration.

Attractive prizes were among the highlight for visitors.

On the final day of the exhibi-

tion, three main prizes for "e-Peraduan" were announced.

Norasyikin Ahmad, 35, from Penang bagged the main prize of a Ford Ranger 2.2L XLT, Nasir Mohd Noor, 40, from Kedah took home a Toyota Vios 1.5G and Nora Shakila Halim, 32, from Kedah won a Yamaha R25 motorcycle.