



**For Immediate Release
24 February 2025**

**1 MILLION STUDENTS OF HIGHER LEARNING
INSTITUTIONS TO BENEFIT FROM CELIK MADANI
PROGRAMME**

Initial investment of RM50 million co-contribution from the Malaysian Government and PNB throughout this 5-year programme.

Kuala Lumpur, 24 February 2025: – One (1) million students of Higher Learning Institutions will receive a free initial investment of RM50 and financial literacy tools from the Celik MADANI programme, an initiative introduced by Permodalan Nasional Berhad (PNB) to enhance the financial literacy and savings habits among university students in Malaysia.

Celik MADANI: Celik Kewangan Belia MADANI, a 5-year programme effective from 1 March 2025 to 28 February 2030 was first announced by Prime Minister YAB Dato' Seri Anwar bin Ibrahim at the opening of Minggu Saham Amanah Malaysia (MSAM) on 22 August 2024.

The programme will be managed by PNB's wholly owned unit trust management company, Amanah Saham Nasional Berhad (ASNB), which targets to benefit approximately 200,000 students annually over the next five years.

The first phase of the programme involves first-semester students of Public Higher Learning Institutions (IPTA) and selected Government Linked Universities (GLUs) which will receive an initial investment of RM50 credited into their Amanah Saham Bumiputera (ASB) or Amanah Saham Malaysia (ASM) unit trust accounts and locked for five years.

YB Senator Datuk Seri Amir Hamzah Azizan, Finance Minister II said, "The initial seed investment of RM50 of unit trust is funded through a joint contribution between PNB and the Malaysian Government which amounts to a total co-contribution of RM50 million throughout the five-year programme."

"This programme is in line and supports the objectives of MADANI Ekonomi framework, to enhance financial literacy and expand access to economic opportunities for the younger generation, and further strengthen domestic economic foundations," he said.

YB Senator Datuk Seri Amir Hamzah Azizan, Finance Minister II made the honours at the handing over of Memorandum of Agreement (MOA) of the Celik MADANI programme, a strategic financial literacy collaboration involving PNB/ASNB, 20 IPTAs, and four GLUs, held at Menara Merdeka 118, here today.

Also in attendance, YB Datuk Ts. Mustapha Sakmud, Deputy Minister of Higher Education (MOHE); YM Raja Tan Sri Dato' Seri Arshad Raja Tun Uda, Group Chairman of PNB, Dato' Abdul Rahman Ahmad, President & Group Chief Executive of PNB, Encik Hirman Awang, Chief Executive Officer of Yayasan Perkasa Siswa MOHE, Vice-Chancellors and Deputy Vice-Chancellors of respective universities.

This agreement enables ASNB to coordinate the Celik MADANI initiative with participating IPTAs and GLUs and overseeing the overall management of financial literacy campaigns and programmes.

"We hope the Vice-Chancellors and Deputy Vice-Chancellors of the 20 IPTAs and selected GLUs will equally contribute to promote and further encourage students to continue to save monthly and empower them to make informed

financial decisions.”

“Students must be encouraged to continue to save. Even as low as RM20 a month will help to increase their savings within four to five years to a decent amount, being more confident and feel prepared when they graduate,” YB Senator Datuk Seri Amir Hamzah added.

Meanwhile, YM Raja Tan Sri Dato’ Seri Arshad Raja Tun Uda, Group Chairman of PNB said, “Celik MADANI is the key component of PNB’s financial literacy programme apart from Kelab Pelaburan Bijak PNB (KPBPNB) at school level. It targets to improve and nourish the financial well-being of all Malaysians and is in line with our Purpose to uplift the financial lives of Malaysians across generations.”

“It is a transformative step towards providing our youths with essential financial literacy knowledge and skills. An initial investment in ASB or ASM will enable students to plan and make well-informed financial choices, ensuring a brighter and more secured future for them. The attained knowledge through this programme will guide them through in making mature and bigger decision in their adult life,” he said.

Among the participating IPTAs in this first phase of the programme are: Universiti Utara Malaysia, Universiti Sains Malaysia, Universiti Malaya, Universiti Putra Malaysia, International Islamic University Malaysia, and Universiti Teknologi MARA. While the four GLUs selected for this programme are Universiti Teknologi Petronas, Universiti Tenaga Nasional, Universiti Kuala Lumpur, and Universiti Multimedia.

The second phase of the Celik MADANI programme, which involves selected Private Higher Learning Institutions and vocational educational institutions,

will also be implemented.

-End-

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 over four decades, we remain focused in contributing to the wealth of Bumiputeras and all Malaysians and are dedicated to fulfilling our purpose to uplift the financial lives of Malaysians across generations. We are committed to sustainability, responsible practices, and the creation of an inclusive future that benefits both our stakeholders and the communities we serve. For more information, please visit www.pnb.com.my.

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 18 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 or contact ASNB Customer Service Centre at 03-7730 8899.

Issued by Permodalan Nasional Berhad