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## MINGGU SAHAM DIGITAL RETURNS

*The 7-day edutainment programme themed #LaburBersama continues to elevate Financial Literacy among Malaysians*

**Kuala Lumpur, 18 November 2021** – Stemming from the success of the inaugural Minggu Saham Digital (MSD) in 2020 which had garnered two million online viewers, Permodalan Nasional Berhad (PNB) today launched MSD 2021 with more exciting programmes to reach out to many more Malaysians. Themed #LaburBersama, MSD 2021 began yesterday (17 November) until 23 November 2021 with activities aiming to educate and enhance public understanding on savings and investment in an edutainment format, whilst showcasing PNB's portfolio of companies and their business operations.

The digital event, which is the second edition of MSD and an evolution from the exhibition-based Minggu Saham Amanah Malaysia (MSAM), was officiated by **Group Chairman of PNB, Tun Arifin Zakaria**, and **President & Group Chief Executive of PNB, Ahmad Zulqarnain Onn** at a virtual launch ceremony that was broadcasted live via MSD's Facebook page and YouTube channel. **The Prime Minister of Malaysia, YAB Dato' Sri Ismail Sabri Yaakob**, who made a special appearance via a video address, congratulated PNB for its continuous initiative to hold the annual financial literacy event on the digital platform.

In his speech, Tun Arifin said, "Starting with Minggu Saham Amanah Malaysia (MSAM) two decades ago, PNB's flagship financial literacy event has shifted to the digital platform beginning last year. Be it physical or virtual, the objective of Minggu Saham remains the same, which is to educate and instill awareness among Malaysians on the importance of financial planning from a young age."

RAKAN PREMIER



RAKAN UTAMA



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“Following the encouraging response we received for the inaugural MSD last year with over two million views, PNB is pleased to continue organising MSD this year. It remains as one of the interactive platforms for Malaysians to expand their financial knowledge and to get to know PNB and our investment companies better,” he added.

Tun Arifin continued, “MSD 2021 provides an opportunity for our investors in particular, and society at large, to understand how their investments in ASNB unit trusts contribute to the nation’s economy.”

During the event, PNB also launched Amanah Saham Nasional Berhad (ASNB)’s new variable price fund, ASN Equity Global, the first ASNB fund to focus entirely on global equities. ASN Equity Global is an equity growth fund for investors with a high-risk tolerance and seeking aggressive growth on their investment capital returns. It is open to all Malaysians with an initial investment of RM10.00.

MSD 2021 presents various programmes on finance, investment, entrepreneurship and others to be discussed by industry experts, top personalities and celebrities, such as Bijak Finance, Raiz Bersama, Sembang-Sembang ASNB and many more.

For those who are more business-inclined, the ‘Asia School of Business (ASB)-Iclif MBA Masterclass’ series features world-class speakers who will share insights into finance, entrepreneurship and investment. Presenting at the masterclass series are ASB’s Assistant Professor of Marketing and an International Faculty Fellow, Prof. Willem Smit; Head of Coaching & Counselling, Michele Sagan; and Senior Business Development Advisor Corporate Governance, Dr. Elsa Satkunasingam.

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This year, MSD participants stand a chance to win more than RM500,000 in prizes, including a Hyundai Kona sponsored by Sime Darby Berhad, a Toyota Yaris sponsored by UMW Holdings Berhad, a Perodua Ativa sponsored by Perusahaan Otomobil Kedua Sendirian Bhd (PERODUA) and Honda Dash 125 motorcycles sponsored by MIDF for the **Jom... Kira Duit** contest.

Among the personalities and celebrities who will liven up MSD are Fahrin Ahmad, Syamel & Ernie Zakri, Betty Rahmad, Catriona Ross, social media parody celebrity Azman Naim, Khatijah Tan, Nabila Huda, Azhan Rani, Nadia Aqilah, Imam Muda Asyraf, Sissy Iman and Fikry Ibrahim.

To participate in the programmes and contests offered throughout MSD 2021, Malaysians are invited to visit MSD's official website at [www.minggusahamdigital.com.my](http://www.minggusahamdigital.com.my).

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# MINGGU SAHAM DIGITAL



## 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 MINGGU SAHAM DIGITAL (MSD)

MSD is a fresher adaptation of Minggu Saham Amanah Malaysia (MSAM), when the latter was transformed into a digital event last year. The week-long event is packed with interactive educational and entertainment programmes to educate and enhance a greater understanding on savings and investment. To participate in the programmes and contests offered throughout MSD 2021, visit MSD's official website at [www.minggusahamdigital.com.my](http://www.minggusahamdigital.com.my).

Issued by Permodalan Nasional Berhad

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