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KUALA LUMPUR, Nov 19 - Permodalan Nasional Bhd has launched Minggu Saham Digital (MSD) today -- a digital adaptation of Minggu Saham Amanah Malaysia (MSAM), amidst the COVID-19 pandemic.

The fund manager said MSD would continue MSAM's objective 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 was officiated by Finance Minister Tengku Datuk Seri Zafrul Tengku Abdul Aziz, PNB group chairman Tan Sri Dr Zeti Akhtar Aziz and PNB president and group chief executive Ahmad Zulqarnain Onn.

It was broadcasted live via MSD's Facebook page and YouTube channel.

In a video address, Prime Minister Tan Sri Muhyiddin Yassin congratulated PNB on its initiative to introduce its annual financial literacy event in a new digital format.

Echoing the prime minister, Tengku Zafrul said the initiative is in line with the government's push for digital economy to expedite the country's economic recovery plan amid the COVID-19 pandemic.

"In light of the uncertainties caused by COVID-19 (pandemic), financial management and planning are more important now than ever, both at the individual and family levels.

"It's never too late to save and invest wisely for future financial security. MSD is also timely to impress upon the public the importance of financial awareness among Malaysians, and this digital approach makes it all the more convenient to make the most of what PNB has to offer," he said in a statement.



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He added that MSD is a testament to how PNB is embracing the digitalisation agenda as part of its organisational transformation plan.

Whilst MSAM attracted visitors in a particular locality, MSD now enables PNB to continue its efforts to improve financial literacy and to reach out to all Malaysians at the touch of their fingertips.

Meanwhile, Zeti said that as the community gradually evolves into a digital society and as financial technological advancements continue, it is of paramount importance to increase digital financial literacy.

"To be a catalyst for this, we have reformatted MSAM into a digital platform that is easy to navigate and accessible to all Malaysians.

"The MSD, which is themed #laburbersama or 'invest together', is all about becoming more financially savvy in managing our finances," she said.

More information and the programme schedule can be obtained at www.minggusahamdigital.com.my or @minggusahamdigital on Instagram and Facebook.

-- BERNAMA

Federal
Government
Administrative
Centre,
62592 WP
PUTRAJAYA

☐ 03-8000 8000
☐ 03-88823893 /
03-88823894



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