



MyDuitStory (MDS) Short Video Competition 4.0 (MDS4.0)

Presentation at the Launch of the 2024 GMW Annual Report

Date: 13 December 2024 (Friday)

OUTLINE

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Snippets of Top 3 Winners' Videos

1 Background and Objectives

#MyDuitStory4.0
My MONEY, My Story

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#SemakSebelumLabur #FENetwork
#ProtectYourMoney #SecureYourFuture
#LearnSaveEarn #GMW2024
#FinancialLiteracy #MyDuitStory4.0

Sertai
Pertandingan
Video Pendek
#MyDuitStory4.0

**Hadiah
Utama
wang tunai
RM8,000**

**DAFTAR
SEKARANG!**

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Thematic-based Short Video Competition for Students at Higher Learning Institutio

Background

- i. MDS as FEN's annual signature programme via digital platform
- ii. Previous themes:
 - 2021- MDS 1.0: Discover the Importance of Money Management
 - 2022 - MDS2.0: Discover the Importance of Insurance and Takaful Protection
 - 2023 - MDS3.0: Find out Ways to Protect Yourself from Financial Scams
 - 2024 - MDS4.0 : Check Before Invest



The theme was selected based on findings from various surveys



Most Youth open to investing in cryptocurrencies, but made losses
Source: Ministry of Higher Education



53% perceive an annual return of 20% to 30% as low to medium risk, increasing their vulnerability to investment scams
Source: Bank Negara Malaysia



Malaysian Youth have low knowledge of the capital market products
Source: Securities Commission Malaysia



76% of Youth are unaware that personal data shared publicly online can be a target for phishing
Source: Bank Negara Malaysia

Thematic-based Short Video Competition for Students at Higher Learning Institutions

Objectives

- Raise awareness on the latest methods and various tactics used in investment fraud and scams, while educating them about mule accounts i.e. avoid becoming money mules.
- Provide guides and tips to avoid from being the victims of investment fraud and scams
- Winning entries to be used as financial education materials relevant for youth (post competition)



**MDS4.0 Virtual Launch by
YB Hannah Yeoh
Minister of Youth and Sports
23 March 2024**

2 Details of initiative

#MyDuitStory4.0
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GLOBAL MONEY WEEK

FEN FINANCIAL EDUCATION NETWORK

Concepts and Content



Open to undergraduates and Diploma students from:

- Universities (Public and Private) under Ministry of Higher Education
- TVET institutions under Ministry of Youth and Sports
- TVET institutions under Ministry of Rural and Regional Development
- Institute of Teacher Education under Ministry of Education



- 1st Place: RM8,000
- 2nd Place: RM5,000
- 3rd Place: RM3,000
- 10 Consolation Prizes RM1,000 each
- University with most participants: RM5,000
- Most 'Likes' on FB and IG: RM2,000

Concepts and Content



VIDEO CONTENT
4-5 min

- Latest and various modus operandi and tactics of investment scams
- Characteristics of investment scams to look out for
- Sharing of tips and guides to avoid from being scammed
- Action required if being scammed – contact the banks, National Scam Response Centre (NSRC – 997) and lodge police report



Delivery channels: FB, IG and Tik Tok



MDS4.0 Short Video Competition – winners and social media performance

FB, IG and Tik Tok



1.4 million

Impressions



812,172

Video Views



Winners of MDS4.0 Short Video Competition

Snippets of Top 3 Winners' Videos

MyDuitStory 4.0
1st Place: Jangan Layan (Just Ignore It)

THANK YOU

MDS4.0 Top 3 Winners



FEN Social Media



FEN Website

