



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

Presentation at the Launch of the 2024 GMW Annual Report

Date: 13 December 2024 (Friday)

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Background and Objectives



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



- 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



Details of initiative



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



- 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

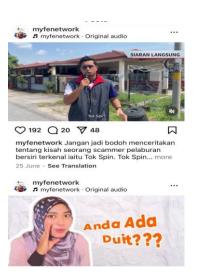


Delivery channels: FB, IG and Tik Tok











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

FB, IG and Tik Tok



1.4 million

Impressions



812,172

Video Views





Snippets of Top 3 Winners' Videos

MyDuitStory 4.0

1st Place: Jangan Layan (Just Ignore It)



THANK YOU

MDS4.0 Top 3 Winners



FEN Website



FEN Social Media



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