



# FINANCIAL LITERACY MONTH 2021

**NAVIGATE YOUR FINANCES:  
STAY SAFE, ACT WISELY**

Join us for 3 Day FINALE

29 - 31  
OCTOBER

**REGISTER NOW**

[www.fenetwork.my/flm2021/finale/register/](http://www.fenetwork.my/flm2021/finale/register/)

Registration  
is  
**FREE!**



# FLM aims to provide timely advisory and assistance to address the realities of consumers' changing financial situation - covering access, awareness, solutions and application journey

## FEN to drive Financial Literacy Agenda



- Create collective impact - FEN members, partners and new strategic stakeholders
- Boost FEN Branding: Promote and host events via FEN Website and new FEN SocMed as event platforms

## FE Support and Intervention



- Focus on current needs and support vulnerable groups towards recovery - repayment assistance, financial planning
- Info and access to alternative income generating trainings and platforms

## Awareness and Access to Financial Solutions



- One month FE campaigns via multiple channels, KOLs and collaborators
- Promote and increase access to FE tools and resources
- Visibility of advisory and redress channels

## Desired Outcomes



- FE support and intervention in challenging times
- Greater understanding on basic financial concepts and risk management
- Potentially inculcate positive behaviour for all life stages
- Reporting to HLSC - outcomes, and lesson learnt

# FLM2021 Key Initiatives



# FLM 3-day Finale Event: Virtual booths series



**START**

- 1-28 October**
- Series of financial literacy programmes and events
  - Registration

**Pre-registration - data analytics** on demographics

- **Advisory and Redress Services** (BNM, EPF, AKPK, OFS, SIDREC)
- **Virtual Financial Advisory Clinic (VFAC)** Participation of 22 FSPs
- **Financial Planning** (FPAM, MFPC)

**“Meet-me” sessions:**

- Income on-Demand (**Grab, Go-Get**)
- Improve income with upskilling and reskilling (**HRDF Corp, MDeC**)
- Increase income opportunities through digital platforms (**Shopee, Lazada**)



**15 October - Launch by MK**



**29 October**  
**Opening of Finale FLM2021**

- Virtual event featuring:
  - Advisory and redress services
  - Meet-Me sessions
  - Webinar
  - Children’s corner
  - Financial clinics
- Lucky draw



**Advisory Clinics via appointments**



**Digital Booth**

- Estimated booths and clinics: **40**
- Potential exhibitors: **FEN members & partners, FSPs, industry associations and others**



**Meet-me sessions**



**Webinars**

**FINISH**

**31 October**  
**Closing by TMKI**

Pre-recording video