



PRESS RELEASE

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**GRAND PRIZE WINNERS OF THE #SIMPANJE & MENANG
CAMPAIGN BRING HOME THEIR DREAM HOLIDAY**

The campaign encourages investors to maintain their savings

KUALA LUMPUR, 22 May 2025: Amanah Saham Nasional Berhad (ASNB), a wholly-owned unit trust management company of Permodalan Nasional Berhad (PNB), celebrated the winners of the *#SimpanJe & Menang* and *Seikhlas Wakaf* campaign phase 1 at a prize-giving ceremony today.

According to Fadzihan Abbas, Chief Executive Officer and Executive Director of ASNB, "At ASNB, we believe every Malaysian should plan for a brighter future, whether it's for their children's education, owning their dream home, or building retirement savings. As your financial partner, we support your investment journey through a series of campaigns that promote a saving culture across various extensive channels, in line with our goal of strengthening the financial position of the people across generations."

***#Simpanje & Menang* and *#Simpanje & Tambah* campaigns**

At the ceremony, a total of 10 winners were celebrated to receive their respective prizes. Azlannizam Ahmad, 42, one of the grand prize winners of the *#SimpanJe & Menang* campaign from Shah Alam, said, "ASNB has always been my family's investment choice. Saving in ASB has helped me manage my finances more efficiently, making it more than just ordinary savings, it is an investment that can generate competitive returns."

The *#SimpanJe & Menang* and *#SimpanJe & Tambah* campaigns, which ran concurrently from 1 January 2025, aimed to encourage investors to maintain and increase their savings during the first quarter of the year. Targeted specifically at investments in Amanah Saham Bumiputera (ASB) and Amanah Saham Bumiputera 2 (ASB 2), the campaign was intended to raise awareness about the importance of maintaining investments after income distribution announcements so that unitholders can maximize the growth potential of their funds.

A total of 30,000 winners of the *#SimpanJe & Tambah* campaign received prizes worth RM1.6 million, credited directly into their respective investment accounts on

10th May 2025, selected from over 123,000 eligible unitholders. Meanwhile, the *#SimpanJe & Menang* campaign attracted more than 17,000 entries, and 500 winners took home a total of RM500,000 worth of prizes, including a grand prize of a vacation or umrah package worth RM30,000.

In addition to the *#SimpanJe & Menang* and *#SimpanJe & Tambah* investment campaigns, ASNB is also organising the *Seikhlas Wakaf* campaign, which is ongoing from 1 January until November 2025. At the prize-giving ceremony, the grand prize winner of phase one successfully took home the grand prize of an umrah package worth RM15,000.

***Seikhlas Wakaf* campaign**

One of the winner of the *Seikhlas Wakaf* campaign, Rosmina Osman, 56, shared that she chose to contribute wakaf via ASNB because of the platform is simple, fast, and hassle-free process, which is also recognised by MAIWP.

“Wakaf is also part of our efforts to expand investment services that not only benefit the investor but also contribute to the development of society and the ummah. We hope the *Seikhlas Wakaf* campaign will continue to attract more investors to contribute wakaf through ASNB with confidence, ease, and peace of mind,” Fadzihan Abbas added.

***Labur & Level-Up* campaign**

At the same event, ASNB also announced the launch of its new campaign for the second half of year 2025, *Labur & Level-Up*, which will run from 1 June 2025 until 31 March 2026, offering total prizes worth up to RM1.18 million for 2,835 winners. In addition, 118 lucky winners will receive special passes for an exclusive experience at Merdeka 118 Tower and be among the first groups to visit this national landmark with pride.

This campaign is an initiative to encourage investors to remain consistent in increasing their savings and achieving their financial goals. To participate in this campaign, investors only need to make a minimum investment of RM100 or register for the Auto Labur service with a minimum of RM50 to be eligible for monthly prize draws.

In addition, investors can complete specific missions to unlock more opportunities to win attractive rewards, including bonus prizes, quarterly prizes, and grand prizes.

For more information about the *Labur & Level-Up* campaign, the public can visit the official website at asnb.com.my/levelup or follow ASNB’s official social media pages at ASNBmy on Facebook, Instagram, and TikTok.

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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 over four decades, we remain focused in contributing to the wealth of Bumiputeras and all Malaysians and are dedicated to fulfilling our purpose to uplift the financial lives of Malaysians across generations. We are committed to sustainability, responsible practices, and the creation of an inclusive future that benefits both our stakeholders and the communities we serve. For more information, please visit www.pnb.com.my.

Amanah Saham Nasional Berhad (ASNB)

Amanah Saham Nasional Berhad (ASNB) is the wholly owned unit trust management company of PNB with 32 branch offices and more than 2,600 agents nationwide namely Affin Bank, Ambank, Alliance Bank, Bank Islam, Bank Muamalat, Bank Simpanan Nasional, CIMB Bank, Hong Leong Bank, Maybank, RHB Bank and Pos Malaysia. ASNB currently manages 18-unit trust funds with units in circulation (UIC) of approximately 280 billion units over 15 million accounts. For more information, please visit www.asnb.com.my or contact ASNB Customer Service Centre at 03-7730 8899.

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