

Every 20 October, Malaysia celebrates Children's Day, a day to honour the curiosity, creativity, and boundless potential of our young generation. This year's Children's Day celebration carries a powerful message: every child deserves the knowledge and confidence to build a brighter, more financially secure future.

At a time when children grow up surrounded by screens, trends, and instant gratification, teaching the value of saving and financial responsibility can be challenging. Yet, with creativity and the right characters, it can also be fun — and even heroic.

Introducing ASNB Bijak:

The First Step for #KitaGenerasiLabur

The celebration also marks a major milestone for ASNB — the launch of ASNB Bijak, a key initiative under the #KitaGenerasiLabur movement. This new platform strengthens financial inclusion for Malaysia's youth and ensures that every young Malaysian gets a head start in their investment journey.

Under this initiative, all Malaysians below 18 years old are automatically enrolled under ASNB Bijak when opening a new account. Existing Akaun Bijak and Akaun Remaja will migrate seamlessly into the new brand — uniting all young investors under one umbrella designed to grow with them.



ASNB Bijak also offers wider investment access. Investments for all ASNB Fixed Price funds*, for Bumiputera minors, and ASM 3 for non-Bumiputera minors, can be made through any preferred channel — over-the-counter, agents, myASNB app, or Auto Labur — making it simple, flexible, and convenient for parents and guardians to start early.

In celebration of the launch, minor account holders who invest a minimum of RM100 stand a chance to win exciting prizes through a special lucky draw, an added incentive to begin their financial journey with a sense of excitement and reward.

Building #KitaGenerasiLabur: A Generation that Grows Wisely

Together, Along Bijak, BoBoiBoy, and ASNB Bijak symbolise a bold new approach to financial education — one that combines imagination with inclusion.

By introducing financial concepts through stories and real investment opportunities, ASNB is helping shape #KitaGenerasiLabur, a generation that is financially literate, confident, and ready to take charge of their future.

As we celebrate Children's Day, we celebrate not only the joy of childhood but also the foundation of a brighter tomorrow. Because when children learn to save, plan, and invest early, they gain something far greater than money — they gain the power to shape their own destiny.

After all, true heroes don't just save the world. They learn to save for it.



*Subject to availability

From A.L.O.N.G to Along Bijak: A Generational Icon Reimagined

The story of A.L.O.N.G began in the 90s, when ASNB introduced the cheerful mascot as part of its early campaigns to encourage Malaysians to save and invest. Over the years, A.L.O.N.G, known for his approachable and trustworthy personality, became a familiar symbol of financial prudence and a friend to families across the nation.

Amanah Saham Nasional Berhad (ASNB) is bringing back Along, Angah and Achik, which had undergone a makeover revamp, ensuring that he stays relevant to the style and interests of youngster today. The reintroduction entails a fresh new mission to make financial education interactive, imaginative, and engaging for children.



Partnering with BoBoiBoy, Malaysia's favourite animated hero, the campaign makes learning about money management as exciting as mastering superpowers.

Plus, when you open an ASNB account and invest according to the campaign's tierings, you stand a chance to win exclusive rewards and prizes for the whole family, making it even more motivating for young investors to take their first steps in finance.

Because in today's world, being financially wise is a real-life super skill.

For more information on ASNB Bijak, visit https://www.asnb.com.my/bijak1_EN.php