

The background features a deep blue gradient with a glowing city skyline at the horizon. A complex network of white lines and dots, resembling a digital or social network, is overlaid on the scene. A perspective grid of white lines extends from the bottom towards the horizon. Five circular icons with yellow outlines are placed around the text: a presentation screen with a list, a classical building with a dome, a pair of scales, two hands shaking, and a computer monitor with a gear.

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

MANAGEMENT REPORT

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**Corporate Registers Forum 2023**

The Corporate Registers Forum (CRF) 2023, organised by the Malta Business Registry (MBR), was held on 17 to 20 October 2023, in Zejtun, Malta.

The theme of this year's forum was 'Together – Building Bridges, Sharing Experiences'. SSM was represented by a delegation of five (5) members, led by the Chief Executive Officer of SSM.

During the forum, SSM presented a paper titled 'The Register of Beneficial Owners (BO), Introduction to SSM's Electronic Beneficial Ownership System (e-BOS)' on 19 October 2023. The presentation was delivered by Puan Norhaslinda Salleh, Director of the Registration Services Division (RSD).

Malaysia, represented by YBhg. Datuk Nor Azimah Abdul Aziz, was reappointed as a member of the Executive Committee of the CRF for the period 2023 – 2025.



STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

Official Visit From Securities and Exchange Commission, Philippines To SSM

A delegation from the Securities and Exchange Commission (SEC) of the Philippines visited SSM on 20 November 2023, at Menara SSM@Sentral.

Six (6) delegates from the SEC, led by Mr. Javey Paul D. Francisco, Commissioner of SEC, participated in the official visit. YBhg. Datuk Nor Azimah Abdul Aziz, Chief Executive Officer of SSM, extended a warm welcome during the visit.

The delegation's purpose was to acquire insights into various aspects, including business registration processes, the utilisation of eXtensible Business Reporting Language (XBRL) for company filings and reports, fee structures, electronic beneficial ownership registry and compliance with corporate regulatory requirements.

The Management of SSM were also present during the visit.



PUBLIC CONSULTATION

Throughout 2023, SSM has actively engaged with stakeholders to gather input and feedback from both the industry and the general public concerning proposed improvements to the legal framework and legislative policies.

In this effort, SSM issued five (5) consultative documents, as illustrated in the diagram below.

Publication of Public Consultative Documents in 2023

Consultative Document on the Proposed Review of Audit Exemption Criteria for Private Companies in Malaysia

Consultative Document on the Proposed Updates on the Company Director and Company Secretary Code of Ethics

Consultative Document on the Proposed Guidelines Relating to the Obligations of Company Secretary as a Reporting Institution Under the Anti-Money Laundering, Anti-Terrorism Financing and Proceeds of Unlawful Activities Act 2001 (AMLA)

Consultative Document on the Proposed Amendments to the CA 2016 Relating to Nominee Shareholders & Nominee Directors

Consultative Document on the Proposed:

- (a) Guideline for the Reporting Framework for Beneficial Ownership of Companies (Revised); and
- (b) Case Studies and Illustrations of the Guideline for the Reporting Framework for Beneficial Ownership of Companies

MANAGEMENT REPORT

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**SSM ANNUAL DIALOGUE 2023**

In 2023, SSM organised three (3) sessions of the SSM Annual Dialogue. The first session was held in Kuching, Sarawak, on 23 November 2023; the second took place in Sabah on 24 November 2023; and the third was conducted as an online webinar broadcast from SSM Headquarters at KL Sentral on 5 December 2023.

The SSM Annual Dialogue 2023 attracted a total of 1,113 participants, including company directors, company secretaries, representatives from professional bodies, government agencies, business councils, associations and local authorities from across Malaysia, including Sabah and Sarawak.

This annual initiative serves as a vital platform for SSM to share and disseminate updates on the latest policies and regulations relevant to the industry, government agencies and professional bodies. The dialogue aims to clarify concerns and address issues related to SSM's operations and enforcement, thereby enhancing the overall quality of service delivery to the public and fostering a dynamic business environment. Throughout the programme, SSM gathered valuable feedback and ideas from participants, contributing to the continuous improvement of its services.

Highlights of this year's programme included briefings on the Companies (Amendment) Bill 2023 and the Limited Liability Partnerships (Amendment) Bill 2023, discussions on the Proposed Guidelines Relating to the Obligations of Company Secretaries as Reporting Institutions Under the AMLA 2001 and a Dialogue Session with SSM's Top Management.

SSM Annual Dialogue 2023**PROGRAMME OBJECTIVES**

To foster a deeper understanding and strengthen relationships between SSM, the industry, government agencies and professional bodies.

To effectively disseminate information to participants, ensuring that the role and functions of SSM as a corporate regulatory authority are fully understood by the public.

1,113 PARTICIPANTS

SARAWAK
250 PARTICIPANTS

SABAH
220 PARTICIPANTS

WEBINAR
643 PARTICIPANTS

PROGRAMME HIGHLIGHTS

Briefings on the Companies (Amendment) Bill 2023 and the Limited Liability Partnerships (Amendment) Bill 2023

Briefings on the Proposed Guidelines Relating to the Obligations of Company Secretary as a Reporting Institution under the AMLA 2001

Dialogue Session with the SSM's Top Management

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

APEC WORKSHOP ON SECURED TRANSACTION REFORM: DEVELOPING TAILORED APPROACHES FOR COMMON LAW AND CIVIL LAW JURISDICTIONS

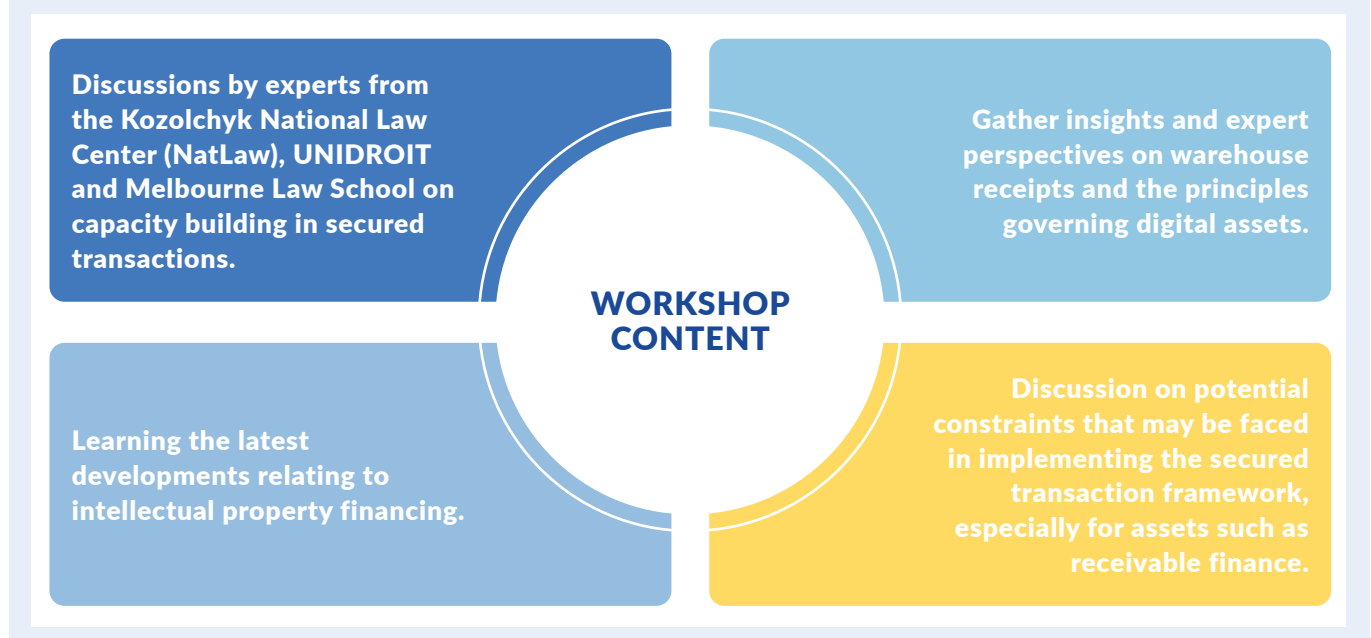
From 10 to 11 October 2023, SSM was invited to serve as a facilitator and speaker at the Asia Pacific Economic Cooperation (APEC) Workshop on Secured Transaction Reform, held at Rikkyo University in Tokyo, Japan.

Organised by APEC under the Economic Committee, the workshop aimed to discuss the crucial need for modernising the legal framework surrounding secured transactions to promote easier and more comprehensive access to credit.

Participants examined international best practices as outlined in the UNCITRAL Model Law on Secured Transactions and the UNIDROIT Model Law on Factoring, with a specific focus on their applicability to countries operating under either common law or civil law systems. SSM was tasked with moderating the first session and presenting during the second session, where the upcoming introduction of the Movable Property Security Interest Bill in Malaysia was discussed.

Representatives from various APEC countries, including Hong Kong, Mexico, Brunei, China, Vietnam, Indonesia, Singapore, the Philippines, Japan, Canada and the United States, participated in the workshop. Additionally, representatives from organisations such as UNCITRAL, The Hague Conference, the Asian Development Bank, the World Bank and UNIDROIT were also in attendance.

The Content of APEC Workshop on Secured Transaction Reform: Developing Tailored Approaches for Common Law and Civil Law Jurisdictions



MANAGEMENT REPORT

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**SSM INVOLVEMENT IN THE FINANCIAL ACTION TASK FORCE (FATF) AND THE NATIONAL COORDINATION COMMITTEE TO COUNTER MONEY LAUNDERING (NCC)**

Throughout 2023, SSM actively engaged in initiatives organised by the FATF and the NCC. The FATF is an international body that monitors activities related to money laundering and the financing of terrorism, with Malaysia participating as a member through BNM. Meanwhile, the NCC coordinates, implements and monitors similar activities within Malaysia.

The FATF establishes standards known as the FATF Recommendations, which are regularly updated and must be adhered to by member countries to effectively address issues of money laundering and terrorism financing. As an agency under the KPDN, SSM has been recognised as one of the enforcement bodies capable of implementing these Recommendations, owing to its primary role in regulating companies, limited liability partnerships and businesses in Malaysia through various acts under its jurisdiction.

One of the FATF's main activities is conducting periodic assessments of member countries regarding their implementation and effectiveness of the established Recommendations. In the 2015 assessment, several gaps and areas for improvement were identified, including the need for more transparent disclosure of information by trust companies, particularly regarding the reporting of beneficial ownership related to trust activities. This gap will be reassessed in the upcoming FATF re-evaluation, expected to commence in 2024.

FINANCIAL ACTION TASK FORCE (FATF) WORKING GROUPS AND PLENARY MEETINGS

As part of the preparations for the upcoming re-evaluation, SSM was invited to participate in the FATF Working Groups and Plenary Meetings held in Paris, France, in 2023.

These meetings comprised two (2) sessions, occurring from 20 to 24 January 2023 and from 23 to 27 October 2023. They included three (3) categories of discussions:

(a) Evaluations and Compliance Group (ECG) Meeting;

(b) Policy Development Group (PDG) Meeting; and

(c) Plenary FATF Meeting.

In addition to SSM, Malaysia was represented by officials from various agencies, including the BNM, the Labuan Financial Services Authority, the Registrar of Societies and the Attorney General's Department. SSM's involvement was particularly significant as it provided feedback on Recommendation 24, which pertains to the beneficial ownership of legal persons and Recommendation 25, which addresses the beneficial ownership of legal arrangements issued by the FATF.

SSM's participation in these meetings is crucial, as the proposed policies will directly influence the regulatory and legislative framework affecting SSM, especially in relation to the CA 2016, the LLPA 2012 and the TCA 1949.

Based on the findings from the plenary sessions, Malaysia will be the first country to undergo a re-evaluation under the Fifth Round of FATF Mutual Evaluations. Draft discussions on the joint assessment report are expected to take place on 25 October 2025. Furthermore, the plenary session approved the issuance of Guidance on Beneficial Ownership (BO) under Recommendation 24, which will assist Malaysia in addressing the risks of money laundering and terrorist financing (ML/TF) for business entities in Malaysia, particularly in the context of 'relationships' with foreign business entities in Malaysia.

The Plenary Session also approved a review of Recommendation 25 concerning beneficial ownership for trust companies. This review introduces the requirement for countries to conduct risk assessments on trust companies, including foreign trust companies that have relationships in Malaysia and to establish adequate mechanisms for maintaining trust information.

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

SSM's Involvement in the Financial Action Task Force (FATF) Working Groups and Plenary Meetings

FATF WORKING GROUPS AND PLENARY MEETINGS

20 - 24 January 2023

23 - 27 October 2023

Meetings attended by SSM :

Evaluations and Compliance Group (ECG) Meeting
Policy Development Group (PDG) Meeting
Plenary FATF Meeting

DECISIONS FROM THE MEETINGS INVOLVING SSM'S ACTIONS

MUTUAL EVALUATION (ME) SEQUENCING

Malaysia and Belgium will be the first two (2) countries assessed under the 5th Round Methodology. The discussions regarding the draft mutual evaluation reports are scheduled to take place in October 2025.

PUBLICATION OF GUIDANCE ON BENEFICIAL OWNERSHIP (BO) - R.24

The guidance will aid in updating Malaysia's assessment of money laundering and financing of terrorism (ML/TF) risks associated with legal persons, particularly concerning the 'linkages' between foreign legal entities and Malaysia.

REVISION OF RECOMMENDATION 25 - R.25

The amendments, among other changes, introduce requirements for countries to conduct risk assessments on legal arrangements, including those involving foreign legal arrangements. These changes emphasise the need for adequate mechanisms to maintain information related to these arrangements.

CORPORATE BRIEFING SESSION ENTITLED 'BENEFICIAL OWNERSHIP REPORTING FRAMEWORK: VERIFICATION OF BENEFICIAL OWNERSHIP INFORMATION' IN CONJUNCTION WITH SSM'S 21ST ANNIVERSARY CELEBRATION

On 14 April 2023, in conjunction with SSM's 21st Anniversary celebrations, SSM hosted a corporate briefing session titled 'Beneficial Ownership Reporting Framework: Verification of Beneficial Ownership Information.'

This online session provided valuable insights to company directors, company secretaries, corporate practitioners and members of the public across the nation.

Objective of the Verification of Beneficial Ownership (BO) Information

The Importance of Accurate BO Information

Responsibility to Ensure Accurate BO Information

BO Verification Process

Obligation to Continuously Maintain and Update BO Information

Penalties under the CA 2016 and LLPA 2012

MANAGEMENT REPORT

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**KNOWLEDGE SHARING SESSION WITH THE CHAMP**

In 2023, SSM management supported the appointment of spokespersons known as 'The Champ' to enhance efficiency, skills and knowledge in executing daily tasks related to the products and services offered by SSM.

Throughout the year, a series of knowledge-sharing sessions were held with various ministries and agencies, focusing on standard operating procedures related to the registration of business entities. These sessions were conducted online and attended by The Champ, fostering collaboration and ensuring that all representatives were well-informed and equipped to handle inquiries effectively.

The details of the sessions conducted in 2023 are as follows:

MINISTRIES/ AGENCIES	TOPICS	DATE
Ministry of Tourism, Arts and Culture (MOTAC)	<ul style="list-style-type: none"> Malaysian Homestay Guideline; and Tour Operating Business and Travel Agency Business 	3 August 2023
Department of Social Welfare, Ministry of Women, Family And Community Development	<ul style="list-style-type: none"> Care Centre Registration Procedure; and Taska Registration Procedure 	8 August 2023
Ministry of Education	<ul style="list-style-type: none"> Procedure for Establishment and Registration of Private Schools and Tuition Centres 	15 August 2023
<i>Jabatan Kemajuan Islam Malaysia</i>	<ul style="list-style-type: none"> Islamic School Registration Procedure 	15 August 2023
Ministry of Housing and Local Government, Malaysia	<ul style="list-style-type: none"> Procedure for Application for Moneylender's License; and Application Procedure for Pawnbrokers' Holder 	17 October 2023
Ministry of Finance	<ul style="list-style-type: none"> Supplier Registration Procedure and Introduction of Supply and Service Field Code 	24 October 2023
Construction Industry Development Board	<ul style="list-style-type: none"> Procedure for Registration of Contractors and Introduction to the Code of Specialisation 	24 October 2023

BRIEFING ON TRANSFORMASI IDENTITI DIGITAL MELALUI SSM BIZTRUST

The briefing on *Transformasi Identiti Digital Melalui SSM BizTrust* is a continuation of the SSM BizTrust One-to-One Coaching briefing session which has been implemented since 2019.

These briefings were designed to engage agency representatives and stakeholders, including SSM's strategic partners such as FAMA, PERNAS and SiteGiant.

Conducted online in a series from January to December 2023, these sessions targeted the public and the business community, particularly those conducting business activities via online platforms. The following is a list of briefings organised throughout 2023:

PROGRAMMES	DATE	PARTICIPANTS
SSM BizTrust Briefing #1	25 January 2023	9
SSM BizTrust Briefing #2	22 February 2023	8
SSM BizTrust Briefing #3	22 March 2023	7
SSM BizTrust Briefing #4	19 April 2023	68

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

PROGRAMMES	DATE	PARTICIPANTS
SSM BizTrust Briefing #5	24 May 2023	6
SSM BizTrust Briefing #6	21 June 2023	10
SSM BizTrust Briefing #7	26 July 2023	8
SSM BizTrust Briefing #8	23 August 2023	18
SSM BizTrust Briefing #9	20 September 2023	17
SSM BizTrust Briefing #10	25 October 2023	19
SSM BizTrust Briefing #11	29 November 2023	52
SSM BizTrust Briefing #12	20 December 2023	27

SSM BIZTRUST AS PART OF THE NATIONAL INITIATIVE

SSM is actively involved in the National eCommerce Strategic Roadmap 2.0, contributing to the enhancement of digitalisation among micro, small and medium enterprises (PMKS) through e-commerce and the adoption of innovative technologies.

In this capacity, SSM collaborates closely with the KPDN to improve promotional efforts for existing online business verification programmes. SSM is tasked with the registration of online business entities that adopt the SSM BizTrust QR Code, specifically for businesses classified under two Malaysian Standard Industrial Classification (MSIC) codes: 47912 and 47914.

From January to December 2023, a total of 111,252 online business entities successfully applied for the SSM BizTrust QR Code, demonstrating a significant uptake of this initiative in promoting secure online business practices.

SOLUSI PERNIAGAAN MELALUI PEMASARAN DIGITAL COURSE

To advance the implementation of collaboration as a digitalisation strategic partner, following the signing of the Memorandum of Understanding (MoU) between SSM and FAMA, SSM was invited to participate in eight (8) sessions of the 'Solusi Perniagaan Melalui Pemasaran Digital' course organised by FAMA.

This course aimed to enhance the skills and knowledge of entrepreneurs through various upskilling and reskilling programmes focused on digital entrepreneurship. In addition to providing business advisory services and information on the requirements and benefits of business registration, participants were also introduced to the potential of leveraging social media and Google Ads for marketing their products.

The course sessions were conducted throughout 2023 at various locations, as outlined below:

VENUE	DATE	PARTICIPANTS
<i>Kompleks Eureka, Universiti Sains Malaysia, Pulau Pinang</i>	15 March 2023	50
<i>Kota Bharu, Kelantan</i>	23 May 2023	50
<i>Alor Setar, Kedah</i>	29 May 2023	50
<i>Kompleks Dagangan Mahkota, Kuantan, Pahang</i>	6 June 2023	50
<i>Bangunan Fama Point, Bandar Baru Selayang, Selangor</i>	10 June 2023	50
<i>Plaza Mahkota, Melaka</i>	13 June 2023	50
<i>Kota Kinabalu, Sabah</i>	19 June 2023	50
<i>Akademi Percukaian Malaysia, Kuching, Sarawak</i>	26 June 2023	50

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STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN SSM AND PERNAS ON 4 MARCH 2023**

On 4 March 2023, PERNAS, an agency under the Ministry of Entrepreneur Development and Cooperatives (MEDAC), entered into a Memorandum of Understanding (MoU) with SSM to establish a collaborative partnership. This agreement aimed to facilitate the dissemination of information regarding the needs, interests and benefits of business registration to the business community under PERNAS's supervision.

The MoU outlined several key objectives, including:

- (a) **Enhancing Promotion and Training:** Intensifying efforts to disseminate and promote SSM's services and products through training, education and advisory services;
- (b) **SSM Incentives:** Informing eligible entrepreneurs about various SSM incentives, such as the *Skim Pendaftaran Perniagaan Percuma* (SPPP) and *Skim 1 OKU 1 Perniagaan* (S101P); and
- (c) **Promoting SSM BizTrust QR Code:** Encouraging the business community to adopt the SSM BizTrust QR Code, particularly on the Pybli eCommerce platform.

This collaboration seeks to empower entrepreneurs by providing them with essential resources and support to enhance their business operations and compliance with registration requirements.

**BUSINESS REGISTRATION MOBILE COUNTER (KBPP)**

Through the implementation of the KBPP, SSM actively diversified its initiatives to introduce and promote its products and services. The KBPP serves as a mobile platform aimed at enhancing accessibility and outreach to potential entrepreneurs. The activities offered through the KBPP include the following:

- (a) Activation of EzBiz Online User ID;
- (b) Promoting SSM products and services including EzBiz On The Go services;
- (c) Provision of Business Advisory counter; and
- (d) Briefing on Business Registration.

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

PROMOTIONAL ACTIVITIES ON SKIM PENDAFTARAN PERNIAGAAN PERCUMA (SPPP)

A vital component of the KBPP is the series of briefing sessions aimed at discussing the needs and benefits of business registration, while simultaneously showcasing the various initiatives offered by SSM.

One of the flagship initiatives under the Registration of ROBA 1956 is the SPPP. This initiative provides valuable opportunities for B40 Group entrepreneurs, full-time students from institutions of higher learning (IPT) and spouses of B40 entrepreneurs to register their businesses at no cost.

As of 31 December 2023, SSM showcased its dedication to enhancing awareness and engagement by actively participating in 132 programmes, including briefing sessions that attracted over 8,217 participants from the Klang Valley. This initiative not only fosters the growth of individual businesses but also significantly contributes to the ongoing development of the economy.

The SPPP briefings conducted throughout 2023 are as follows:

PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
Business Registration Briefing and KBPP	GIATMARA Gombak	12 January 2023	41
Briefing on Registration of Company	Kolej Kemahiran Tinggi MARA (KKTm), Petaling Jaya	15 February 2023	62
SSM Zoomers No. 1/2023	SSM	16 February 2023	20
SSM Zoomers No. 2/2023	SSM	16 February 2023	15
SSM Zoomers No. 3/2023	SSM	18 February 2023	17
SSM Zoomers No. 4/2023	SSM	18 February 2023	16
Kursus Asas Keusahawanan (KAK)	Institut Keusahawanan Negara (INSKEN)	22 February 2023	29
Hari Bersama SSM	Perbadanan Hal Ehwal Bekas Angkatan Tentera (PERHEBAT)	23 February 2023	30
Knowledge Transfer Programme (KTP)	Universiti Teknologi MARA (UiTM)	26 February 2023	23
Skim Bantuan Asnafpreneur TEKUN-SSM	Tekun Nasional (TEKUN)/SSM	28 February 2023	30
Business In Transformation Expo (BITE) 2023	Perbadanan Nasional Berhad (PERNAS)	5 March 2023	30
Business Registration Briefing and KBPP	GIATMARA Selayang	13 March 2023	40
Kursus Asas Keusahawanan (KAK)	Institut Keusahawanan Negara (INSKEN)	15 March 2023	35
Program Libat Urus Berkaitan Keselamatan Barangan Automotif	KPDN	16 March 2023	32
Pembukaan Kaunter Perkhidmatan/ Promosi Bersempena Taklimat Pematuhan Korporat No. 1/2023	SSM	21 March 2023	58
Business Registration Briefing and KBPP	GIATMARA Cheras	27 March 2023	30

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PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
Business Registration Briefing and KBPP	GIATMARA Wangsa Maju	28 March 2023	42
Business Registration Briefing and KBPP	GIATMARA Seputeh	29 March 2023	12
Business Registration Briefing and KBPP	GIATMARA Segambut	30 March 2023	12
Business Registration Briefing and KBPP	International Islamic University Malaysia (IIUM)	31 March 2023	103
Business Registration Briefing and KBPP	GIATMARA Bandar Tun Razak	3 April 2023	30
Business Registration Briefing and KBPP	GIATMARA Titiwangsa	4 April 2023	25
SSM Zoomers Rahmah Ramadan Tour	SSM	4 April 2023	13
Business Registration Briefing	GIATMARA Setiawangsa	6 April 2023	33
SSM Zoomers Rahmah Ramadan Tour	SSM	6 April 2023	27
Business Registration Briefing and KBPP	GIATMARA Kuala Lumpur	7 April 2023	45
Business Registration Briefing and KBPP	GIATMARA Kepong	10 April 2023	12
Business Registration Briefing and KBPP	GIATMARA Lembah Pantai	11 April 2023	7
SSM Zoomers Rahmah Ramadan Tour	SSM	11 April 2023	18
Business Registration Briefing and KBPP	GIATMARA Putrajaya	12 April 2023	29
SSM Zoomers Rahmah Ramadan Tour	SSM	13 April 2023	14
<i>Majlis Sambutan Ulang Tahun SSM Ke-21 (MSUSSM21)</i>	SSM	13 – 14 April 2023	75
Briefing on Introduction To Business Registration & Provisions Under ROBA 1956	SSM	17 April 2023	150
Briefing on Business Registration Under ROBA 1956 (Procedures and Work Flows)	SSM	18 April 2023	150
<i>Bengkel Asas Perniagaan Dan Keusahawanan</i>	Carlie Group	18 May 2023	47
Malaysia International Franchise	Malaysian Franchise Association (MFA)	18 – 20 May 2023	63
SSM-UiTM MoU Ceremony	Universiti Teknologi MARA (UiTM) Puncak Alam	22 May 2023	17
Business Registration Counter with UiTM	Universiti Teknologi MARA (UiTM) Puncak Alam	23 May 2023	486

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PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
Business Registration Briefing with PERHEBAT	Perbadanan Hal Ehwal Bekas Angkatan Tentera (PERHEBAT)	25 May 2023	60
Jelajah Genta Peringkat Kebangsaan	Ministry of Youth & Sports (KBS)	28 May 2023	42
Business Registration with PEDi	Pusat Ekonomi Digital (PEDi)	29 May 2023	309
Mini Karnival Jom Cari Kerja	Social Security Organisation (PERKESO)	31 May 2023	24
Minggu Perusahaan Mikro, Kecil dan Sederhana (Minggu PMKS) 2023 Zon Utara	SME Corporation Malaysia (SME Corp).	2 – 5 June 2023	33
Jelajah Genta Belia Peringkat Daerah Hulu Langat 2023	Jabatan Belia dan Sukan Negeri Selangor	3 June 2023	28
Briefing on Business Registration Procedure	SSM	9 June 2023	40
Transformasi Identiti Digital Melalui Kod QR SSM BizTrust	Federal Agricultural Marketing Authority (FAMA)	10 June 2023	25
Expo STEM SP 2023	Yayasan Inovasi Malaysia (YIM)	10 June 2023	37
Sambutan Hari Belia Negara	Jabatan Belia dan Sukan Negeri Selangor	11 June 2023	43
SSM Registration Counter	SSM	14 June 2023	30
Jelajah Genta Belia Peringkat Daerah Kuala Selangor 2023	Jabatan Belia dan Sukan Negeri Selangor	17 June 2023	23
Briefing on Business Registration	Universiti Malaya	17 June 2023	31
Grab Malaysia	SSM	17 June 2023	35
Briefing on Business Registration	Universiti Teknologi MARA (UiTM) Puncak Alam	18 June 2023	48
Introduction to SSM and Business Registration	SSM	22 June 2023	49
Business Registration and SSM Initiatives (SPPP, S1O1P and SSM BizTrust)	Universiti Teknologi MARA (UiTM)/ SSM	22 June 2023	49
Business Registration and SSM Initiatives (SPPP, S1O1P and SSM BizTrust)	Universiti Teknologi MARA (UiTM)/ SSM	26 June 2023	15
Business Registration and SSM Initiatives (SPPP, S1O1P and SSM BizTrust)	Malaysian Communications & Multimedia Commission (MCMC)/ SSM	27 June 2023	317
Konvensyen Inovasi Sosial	Yayasan Inovasi Malaysia (YIM)	4 – 6 July 2023	53
Kursus Asas Keusahawanan (KAK)	Institut Keusahawanan Negara (INSKEN)	5 July 2023	36

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PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
<i>Seminar Pemformalan Perniagaan</i>	Ministry Of Entrepreneur & Cooperatives Development (MEDAC)	6 July 2023	23
<i>Minggu Perusahaan Mikro, Kecil dan Sederhana 2023</i>	Sme Corporation Malaysia (SME Corp.)	7 – 9 July 2023	26
<i>Kursus Asas Keusahawanan (KAK)</i>	<i>Institut Keusahawanan Negara (INSKEN)</i>	8 July 2023	49
<i>Kursus Pemerkasaan Ekonomi Komuniti Bandar</i>	<i>Kelab Belia Transformasi</i>	11 July 2023	22
Invitation on Opening Business Registration Counter	SSM	13 July 2023	33
Invitation on Opening Business Registration Counter	SSM	21 July 2023	24
<i>Jelajah Genta Peringkat Daerah Kuala Langat</i>	<i>Jabatan Belia dan Sukan Negeri Selangor</i>	22 July 2023	22
<i>Orientasi OBE 1 Diploma</i>	<i>Kolej Vokasional ERT Setapak (KVERTS)</i>	24 July 2023	160
Softskills Enhancing Entrepreneurial Development (SEED)	Malaysian Handicraft Development Corporation (Kraftangan Malaysia)	24 July 2023	55
SSM National Conference 2023	SSM	25 – 26 July 2023	34
<i>Sambutan Hari Pengguna Kebangsaan 2023</i>	KPDN	28 – 30 July 2023	64
<i>Jelajah Rahmah Peringkat Negeri Sembilan</i>	KPDN	29 July 2023	41
Briefing on Business Registration	<i>Pusat Ekonomi Digital (PEDi)</i>	31 July 2023	119
<i>Program TUBE TVET MARA 2023</i>	SME Corporation Malaysia (SME Corp.)	1 August 2023	55
<i>Kursus Asas Keusahawanan (KAK)</i>	<i>Institut Keusahawanan Negara (INSKEN)</i>	2 August 2023	113
<i>Majlis Memperingati Negarawan Tun Dr. Ismail Al-Haj</i>	Ministry of Communication and Digital	2 August 2023	24
MoU Signing Ceremony Between MOHE-SSM	Ministry of Higher Education (MOHE)/ SSM	3 August 2023	32
<i>Kursus Asas Keusahawanan (KAK)</i>	<i>Institut Keusahawanan Negara (INSKEN)</i>	5 August 2023	22
<i>Keperluan dan Faedah Mendaftarkan Perniagaan dengan SSM Bersama MDEC</i>	Malaysia Digital Economy Corporation (MDEC)	16 August 2023	84
<i>AnaInterest Schemes Act Kewangan Business Owner</i>	<i>Pusat Pungutan Zakat (PPZ-MAIWP)</i>	19 August 2023	43

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PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
<i>Program Pegawai Bertauliah (CeIO) Siri 35 No. 2/2023</i>	Malaysian Anti-Corruption Commission (MACC)	22 August 2023	25
Briefing on SPPP	GIATMARA Gombak	23 August 2023	36
<i>Kursus Asas Pemasaran Kreatif Melalui Aplikasi Canva</i>	Federal Agricultural Marketing Authority (FAMA)	27 August 2023	26
Entrepreneur and Leadership Forum	Malaysian Indian Muslim Chamber of Commerce & Industry (MIMCOIN)	30 August 2023	15
Malaysia Halal Expo 2023	<i>Dewan Perdagangan Islam Malaysia (DPIM)</i>	1 – 3 September 2023	32
National Climate Governance Summit 2023	Climate Government Malaysia (CGM)/ SSM	5 – 7 September 2023	21
<i>Taklimat Produk dan Perkhidmatan SSM (Kepada Usahawan Produk Sedia Ada Termasuklah Golongan Artis di Bawah Kelolaan Persatuan Karyawan Malaysia)</i>	KPDN	6 September 2023	35
Briefing on Business Registration	<i>Perbadanan Hal Ehwal Bekas Angkatan Tentera (PERHEBAT)</i>	7 September 2023	67
<i>Program Pemantapan Penjaja dan Peniaga Kecil 'Road-To-HPPK' Tahun 2023</i>	Ministry of Entrepreneur & Cooperatives Development (MEDAC)	8 September 2023	27
Briefing on SPPP to GIATMARA Wilayah Persekutuan 2023	GIATMARA Titiwangsa	13 September 2023	33
Briefing on SPPP to GIATMARA Wilayah Persekutuan 2023	GIATMARA Putrajaya	14 September 2023	13
Briefing on Business Registration, Programme TUBE	SME Corporation Malaysia (SME Corp.)	14 September 2023	350
IP CARE Programme	Intellectual Property Corporation of Malaysia (MyIPO)	14 September 2023	23
SPPP Briefing to GIATMARA Wilayah Persekutuan 2023	GIATMARA Wangsa Maju	19 September 2023	12
SPPP Briefing to GIATMARA Wilayah Persekutuan 2023	GIATMARA Kuala Lumpur	20 September 2023	34
SPPP Briefing to GIATMARA Wilayah Persekutuan 2023	GIATMARA Bandar Tun Razak	21 September 2023	60
Briefing on Business Registration to PEDI Entrepreneurs	<i>Pusat Ekonomi Digital (PEDI)</i>	25 September 2023	172
<i>Taklimat/ Sesi Literasi Tatacara Pengendalian Piawai (SOP) CIDB Berkaitan Entiti Perniagaan SSM</i>	Construction Industry Development Board (CIDB)/ SSM	27 September 2023	13

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PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
Expo PERDA (EXPERT) 2023	Penang Regional Development Authority (PERDA)	28 – 30 September 2023	42
<i>Hari Terbuka Perbadanan Harta Intelek Malaysia Sempena Ulang Tahun MyIPO Ke-20</i>	Intellectual Property Corporation of Malaysia (MyIPO)	6 – 7 October 2023	23
Briefing on Business Registration and SSM Initiatives to Entrepreneurs	Shopee Malaysia/ SSM	13 October 2023	10
<i>Jelajah Genta Belia 2023 Sempena Sambutan Hari Sukan Negara Peringkat Kawasan Titiwangsa</i>	Ministry of Youth & Sports (KBS)/ <i>Jabatan Belia & Sukan</i> Kuala Lumpur	14 October 2023	33
Briefing on SPPP	Malaysian Aids Foundation	16 October 2023	50
<i>Hari Keusahawanan UNITEN 2023</i>	<i>Universiti Tenaga Nasional (UNITEN)</i>	18 October 2023	22
<i>Program Keusahawanan 2023</i>	<i>Universiti Geomatika Malaysia</i> Kuala Lumpur	19 October 2023	75
<i>Modul Daftar Perniagaan</i>	<i>Agensi Kaunseling & Pengurusan Kredit (AKPK)</i>	19 October 2023	30
<i>Kursus Sewaan Kepada Penyewa Premis Majlis Perbandaran Selayang</i>	<i>Majlis Perbandaran Selayang (MPS)</i>	18 – 19 October 2023	160
Roadtour Gigpreneur Putrajaya 2023	Social Security Organisation (PERKESO)	24 October 2023	22
Briefing on Business Registration	International Islamic University Malaysia (IIUM)	27 October 2023	67
<i>Jelajah Genta Bukit Bintang – MATIC Kuala Lumpur</i>	Ministry of Youth & Sports (KBS)/ <i>Jabatan Belia & Sukan</i> Kuala Lumpur	28 – 29 October 2023	33
<i>Kursus Asas Keusahawanan (KAK)</i>	<i>Institut Keusahawanan Negara (INSKEN)</i>	28 October 2023	27
SSM BizStart Siri 4/2023	Malaysian Communications & Multimedia Commission (MCMC)/ SSM	30 October 2023	287
The National Human Capital Conference & Exhibition Centre (NHCCE) 2023	Human Resource Development Corporation Berhad (HRD Corp.)	30 – 31 October 2023	21
<i>Majlis Hari Terbuka MyCC 2023</i>	Malaysia Competition Commission (MyCC)	31 October 2023	25
SSM BizStart Siri 5/2023	SSM	3 November 2023	290
Briefing on SPPP	<i>Institut Kemahiran Baitulmal</i>	3 November 2023	100
<i>Pemeriksaan Celik OKU</i>	Malaysian Communications & Multimedia Commission (MCMC)/ SSM	5 November 2023	38
Briefing on SPPP	<i>Universiti Putra Malaysia (UPM)/ SSM</i>	9 November 2023	10

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PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
<i>Program Fit Zakat 2023</i>	<i>Pusat Pungutan Zakat (PPZ-MAIWP)</i>	18 November 2023	22
SSM BizStart Siri 6/2023	SSM	21 November 2023	264
SSM BizStart Siri 7/2023	SSM	22 November 2023	249
Briefing on SPPP	Universiti Kuala Lumpur British Malaysian Institute (UNIKL BMI), Gombak	22 November 2023	100
Briefing on SPPP	<i>Pusat Ekonomi Digital (PEDi)</i>	27 November 2023	113
Procedure on Business Registration	<i>Universiti Pertahanan Nasional Malaysia (UPNM)</i>	28 November 2023	15
Simposium Kos Sara Hidup	KPDN	28 – 29 November 2023	38
Briefing and Explanation of Business Registration Procedures	<i>Perbadanan Usahawan Nasional Berhad (PUNB)</i>	29 November 2023	243
Briefing on SPPP	Mereka Group, Yayasan Petronas & Microsoft	30 November 2023	50
<i>Semarak Niaga Usahawan</i>	SSM	4 December 2023	37
<i>Setahun Bersama Kerajaan Madani</i>	Performance Acceleration Coordination Unit (PACU), Prime Minister's Office	8 – 10 December 2023	150
<i>Pupuk Bersama AIM</i>	<i>Amanah Ikhtiar Malaysia (AIM)</i>	12 December 2023	5
<i>Program Siswapreneneur</i>	International Islamic College	14 December 2023	120
<i>Karnival Barangan Malaysia</i>	KPDN	13 – 17 December 2023	78
Briefing on SPPP	<i>Pusat Ekonomi Digital (PEDi)</i>	26 December 2023	64
TOTAL			8,217

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STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**EZBIZ ON THE GO SERVICE**

SSM successfully implemented the EzBiz On The Go service to enhance visibility and boost the marketing of products and services offered by SSM, as well as to provide counter services at selected locations while briefing the public.

In addition to utilising buses, EzBiz On The Go has expanded its reach by introducing a four-wheel drive vehicle known as the SSM Zoomers. This vehicle was launched by the late Minister of PDN, Datuk Seri Salahuddin bin Ayub, on 13 April 2023.

The following is a list of locations visited by the EzBiz On The Go service:

SSM Zoomers

VENUE	DATE	REGISTRATIONS
<i>Pusat Penjaja Medan Selera Sri Rampai, Kuala Lumpur</i>	16 February 2023	15
<i>Tapak Peniaga Ampang</i>	16 February 2023	10
<i>Pusat Penjaja Paya Jaras, Sungai Buloh</i>	18 February 2023	11
<i>Pasar Jinjang Utara, Kuala Lumpur</i>	18 February 2023	16
<i>Bazaar Ramadan Taman Tasik Permaisuri, Cheras</i>	4 April 2023	13
<i>Bazaar Ramadan Jalan Kuching, Kuala Lumpur</i>	6 April 2023	27
<i>Bazaar Ramadan Taman Bukit Angkasa Pantai Dalam, Kuala Lumpur</i>	11 April 2023	18
<i>Bazaar Ramadan Desa Pandan, Kuala Lumpur</i>	13 April 2023	14
TOTAL		124

EzBiz On The Go Bus

PROGRAMMES	ORGANISERS	DATE	PARTICIPANTS
<i>Minggu Perusahaan Mikro, Kecil Dan Sederhana (Minggu PMKS) 2023 Zon Utara</i>	SME Corporation Malaysia (SME Corp.)	2 – 5 June 2023	33
<i>Expo STEM SP 2023</i>	<i>Yayasan Inovasi Malaysia (YIM)</i>	10 June 2023	37
<i>Karnival Hari Usahawan Negeri Pahang [Minggu PMKS Dan Minggu Usahawan Negara (MUN) 2023]</i>	SME Corporation Malaysia (SME Corp) and Kerajaan Negeri Pahang	23 – 25 June 2023	22
<i>Jelajah Genta Peringkat Daerah Kuala Langat</i>	<i>Jabatan Belia dan Sukan Negeri Selangor</i>	22 July 2023	22
<i>Expo PERDA (EXPERT) 2023</i>	Penang Regional Development Authority (PERDA)	28 September – 1 October 2023	42
<i>Program Semarak Daya Niaga Usahawan</i>	SSM	4 December 2023	37
<i>Karnival Barangan Malaysia (KBM)</i>	KPDN	8 – 10 December 2023	150
TOTAL			343

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SSM BIZSTART 2023 PROGRAMME

The SSM BizStart 2023 programme marks a proactive step in strategic collaboration activities through the MoU between SSM and its stakeholders. The main focus of this programme is to offer in-depth knowledge on business registration to the community of entrepreneurs and potential entrepreneurs before starting their own business.

Through a careful planning, the programme is designed to provide holistic exposure, involving industry players who are experts in their respective fields. Aspects discussed include business registration, preparation of business plan, selection of business platform, business facilities and business financial management. The SSM's strategic partners involved are INSKEN, PERNAS, FAMA, AIM and BSN.

In addition, the programme is also aimed at motivating IPT Students and B40 Group to develop interest in making business as a career of choice. A total of seven (7) programmes were conducted online and physically with a total of 1,457 participants present throughout 2023. The locations of this programme are as follows:

Universiti Teknologi Mara (UiTM)

- (a) Programme SSM BizStart Siri 1/2023 – Faculty of Management and Business, UiTM Puncak Alam Campus;
- (b) Programme SSM BizStart Siri 2/2023 – MsTeam platform;
- (c) Programme SSM BizStart Siri 5/2023 – Faculty of Accounting, UiTM Puncak Alam Campus;
- (d) Programme SSM BizStart Siri 6/2023 – Faculty of Management and Business, UiTM Puncak Alam Campus; and
- (e) Programme SSM BizStart Siri 7/2023 – Faculty of Management and Business, UiTM Puncak Alam Campus.

Malaysian Communications and Multimedia Commission (MCMC)

- (a) Programme SSM BizStart Siri 3/2023 – MsTeam platform; and
- (b) Programme SSM BizStart Siri 4/2023 – MsTeam platform.

SSM RAHMAH TOUR PROGRAMME

The SSM Rahmah Tour programme was carried out during the month of Ramadan around the Kuala Lumpur bazaar areas. This programme involves EzBiz On The Go activities using SSM Zoomers as follows:

- (a) EzBiz Online user account activation counter;
- (b) Promotion of SPPP and S1O1P; and
- (c) Business advisory services.

The Flag-off of the SSM Rahmah Tour was officiated by YB. Senator Puan Hajah Fuziah Salleh, Deputy Minister of PDN who was also witnessed by Tuan Ahmad Sabki Yusof, SSM Chairman, SSM Commission Members and Datuk Nor Azimah binti Abdul Aziz, SSM CEO on 13 April 2023 during MSUSSM21.

BRIEFING SESSION ON BUSINESS REGISTRATION TO THE PUSAT EKONOMI DIGITAL (PEDI) ENTREPRENEURS

SSM demonstrated its commitment to supporting the success of the PEDI programme organised by MCMC through online briefing sessions focused on business registration. These sessions aimed to cultivate micro-entrepreneurs who leverage digital technology, thereby enhancing socio-economic status and empowering human capital among rural and urban poor communities.

This collaboration formed part of the Small Entrepreneur Digitalisation Empowerment Programme (PUPUK), which has been organised monthly since May 2023. Through this initiative, SSM was invited to provide essential information on business registration, the SPPP initiative and the SSM BizTrust QR Code, specifically targeting B40 entrepreneurs and full-time IPT students.

The programme successfully attracted a total of 775 participants from across the country, excluding Sabah and Sarawak, through five (5) informative briefing sessions.

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STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**PROGRAM BIMBINGAN USAHAWAN 2023 (PBU23)**

PBU23 was designed to raise awareness within the business community regarding the importance of business registration. This programme served as an excellent platform for exploring knowledge related to entrepreneurship and offered valuable exposure to ethical business practices for the targeted groups, assisting them in improving their economic status through business activities.

The key components of the programme included:

- (a) **Requirements for Registering a Business:** Participants were informed about the legal requirements and procedures for registering a business in Malaysia;
- (b) **Benefits of Registering a Business:** The programme highlighted the advantages of formalising a business through registration, such as legal recognition, access to government support and enhanced credibility with customers and partners;
- (c) **Financial Management Strategies:** Entrepreneurs were provided insights into effective financial management practices tailored for their businesses;
- (d) **Digital Marketing Methods:** The programme covered digital marketing strategies and techniques to help entrepreneurs expand their reach and grow their businesses online; and
- (e) **Knowledge Sharing Session with Successful Entrepreneurs:** Participants had the opportunity to learn from successful entrepreneurs, gaining valuable insights and practical tips for achieving business success.

PROGRAMMES	DATE	VENUE	PARTICIPANTS
PBU Series 1	18 May 2023	Dewan BCIC Lodge, Kuantan Pahang	424
PBU Series 2	19 August 2023	Dewan Jamuan Masjid Sultan Salahuddin Abdul Aziz Shah	703
PBU Series 3	27 August 2023	Johor Bahru	430
PBU Series 4	10 December 2023	Dewan Centennial Kolej Sultan Abdul Hamid, Alor Setar	494
TOTAL			2,051



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PROGRAM USAHAWAN MUDA 2023 (PUM23)

PUM23 was an educational programme aimed at students from higher learning institutions, playing a vital role in generating interest in entrepreneurship among young people, particularly full-time students from universities as well as technical and vocational institutions. By providing valuable insights into business registration, financial management and digital marketing, the programme equipped participants with practical skills and knowledge essential for starting and running their businesses.

The availability of SSM's SPPP and the user-friendly business registration system through EzBiz Online significantly simplified the process of registering a business for aspiring young entrepreneurs. These initiatives aimed to remove barriers to entry for young individuals interested in starting their businesses, making the process more accessible and cost-effective. By offering free business registration services and user-friendly digital platforms, SSM encouraged and supported young entrepreneurs in turning their business ideas into reality, fostering innovation and economic growth in the country.

Promoting entrepreneurship through programmes like PUM23 is essential for the economic development of Malaysia. Encouraging students to consider entrepreneurship as a viable career option not only contributes to the national economy but also empowers young Malaysians to take charge of their futures. By providing the necessary knowledge and skills to succeed in the business world, PUM23 played a crucial role in fostering a culture of innovation and entrepreneurship among the youth.

The participation of 4,724 students in 2023 demonstrated the programme's impact in equipping young Malaysians with the confidence and capabilities to become successful entrepreneurs. This, in turn, contributed to reducing unemployment rates and driving economic growth in the country.

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PROGRAMMES	DATE	VENUE	PARTICIPANTS
PUM Johor	26 February 2023	<i>Politiknik Ibrahim Sultan</i>	647
PUM Perak	25 September 2023	Online	1,936
PUM Sabah	28 November 2023	Online	2,141
TOTAL			4,724

**WAKALAH ZAKAT KORPORAT AND CORPORATE SOCIAL RESPONSIBILITY**

As a government agency, SSM is dedicated to supporting the government's efforts to assist those in need through its *Wakalah Zakat Korporat* (WZK) and Corporate Social Responsibility (CSR) initiatives. SSM's active engagement in these activities reflects its commitment to the welfare of marginalised and underprivileged individuals, demonstrating its resolve to enhance the well-being of the community.

To effectively execute this initiative, SSM established the *Jawatankuasa Pengurusan Zakat dan Tanggungjawab Sosial Korporat* (JPZCSR) on 1 January 2021. This committee is entrusted with managing SSM's wakalah zakat fund and CSR initiatives, including the careful evaluation and implementation of the distribution of funds to targeted groups in need. In 2023, JPZCSR organised various community programmes under both WZK and CSR, as outlined below:

Programmes under WZK SSM:

- (a) **Structured Community Development Programme** in collaboration with Agrobank, with a contribution of RM220,000;
- (b) **Skim Bantuan Asnafpreneur Tekun-SSM Programme**, providing RM200,000 to 100 entrepreneurs;
- (c) **Asnafpreneur – Be Your Own Boss Programme**, in partnership with Pernas, contributing RM200,000;
- (d) **Medical Equipment Contribution** worth RM181,300 to Queen Elizabeth I Hospital;

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- (e) **Contribution for Klinik Bergerak Waqaf An-Nur MUIS** valued at RM350,000;
- (f) **Total Contributions of RM196,600 to asnaf fakir/ poor, asnaf fisabilillah and individuals from the B40 group** through PBU and PUM; and
- (g) **'Road To Jannah' Hearse Project** with a total contribution of RM1.4 million for the purchase of 10 hearses distributed across 10 selected states.

Programmes under CSR SSM:

- (a) **Contribution of RM33,000** to 11 schools in conjunction with *Belia Berinovasi: Aspirasi Keluarga Malaysia – MyIPO Programme*;
- (b) **Contributions of RM17,000** to 34 students from 11 higher learning institutions around Johor in conjunction with PUM23;
- (c) **Contributions of RM17,000** to *Tabung Kebajikan Perubatan Malaysia (TKPM)*;
- (d) **Contributions of RM10,000** to *Pertubuhan Kebajikan Garuda Timur (GATIM)*;
- (e) **Contribution of RM19,687** to *Pertubuhan Kebajikan Jasa Murni Malaysia (PKJMM)* in conjunction with *Prihatin Ummah Sebarkan Rahmah: Akuk Nak Sekolah Programme*;
- (f) **Contributions of RM18,600** to 62 victims of the high tide phenomenon in Tg. Aru, Sabah;
- (g) **Contributions of RM35,700** to 119 victims of the high tide phenomenon in Kg. Forest, Sandakan, Sabah;
- (h) **Contributions of RM9,000** to 60 B40 students from *Kolej Komuniti Mas Gading* and *Maktab Rendah Sains Mara*, Kuching, Sarawak;
- (i) **Contributions of RM15,000** to five (5) welfare centers in conjunction with the inauguration of the SSM Melaka building;
- (j) **Contributions of RM29,000** to five (5) welfare centers and four (4) B40 individuals in conjunction with SSM's 21 Anniversary;
- (k) **Contributions of RM40,000** to four (4) non-governmental organisations (NGOs) in conjunction with *Program Jelajah YBM KPDN*;
- (l) **Contributions of RM5,000** to BERNAMA as sponsorship for *Kesatuan Pekerja-Pekerja BERNAMA 2023's family day*;
- (m) **Contributions of RM20,000** to *Pertubuhan Kebajikan Garuda Timur (GATIM)*;
- (n) **Contributions of RM7,500** to the Malaysian Press Institute (MPI) in conjunction with *Malam Wartawan Malaysia (MWM) 2023*;
- (o) **Contributions of RM35,500** to *Persatuan Kebajikan Sukarelawan Johor Rahmah (RAHMAH)*;
- (p) **Contributions of RM10,000** to the Malaysian Franchise Association (MFA);
- (q) **Contributions of RM7,700** to the *Persatuan Kesejahteraan Rakyat Malaysia (PKRM)*;

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- (r) **Contributions of RM5,400** to 36 B40 students through *Institut Pendidikan Guru Kampus Tun Abdul Razak*, Kota Samarahan Sarawak (IPGKTAR);
- (s) **Contributions of RM9,000** to 30 B40 individuals welfare centers in Kedah;
- (t) **Contributions of RM10,650** to 71 underprivileged students from three (3) schools;
- (u) **Contributions of RM8,049** to Department of Social Welfare (JKM);
- (v) **Contributions of RM8,000** to the Persatuan Permata Dabong;
- (w) **Contributions of RM9,000** to three (3) welfare centers in Selangor;
- (x) **Contributions of RM25,300** to 54 SSM employees' children who achieved outstanding examination results;
- (y) **Contributions of RM5,000** to the *Rumah Kanak-Kanak Don Bosco*, Kundasang;
- (z) **Contributions of RM96,600** to 13 SSM retirees and 10 welfare homes in conjunction with *Majlis Perhimpunan Akhir Tahun SSM 2023* and during *Program Santuni Pesara SSM & Rumah Kebajikan*;
- (aa) **Contributions of RM20,000** to 20 B40 street vendors in conjunction with *Program Semarak Daya Niaga Usahawan*;
- (ab) **Contributions of RM3,000** to *Persatuan Kebajikan Hemah Tinggi Alor Setar* in conjunction with PBU23 Zon Utara (Kedah/ Perlis); and
- (ac) **Contributions of RM18,000** to three (3) SSM employees who are were facing health problems.

The information on the distribution of WZK to all SSM State Offices/ Branches in 2023 is as follows:

STATE OFFICES/ BRANCHES	DISTRIBUTIONS (RM)	RECIPIENTS
SSM Selangor State Office	97,000.00	381
SSM Johor State Office	91,400.00	374
SSM Pulau Pinang State Office	121,550.00	485
SSM Perak State Office	42,600.00	191
SSM Negeri Sembilan State Office	66,000.00	22
SSM Melaka State Office	21,475.00	3
SSM Kedah State Office	78,500.00	337
SSM Kelantan State Office	100,000.00	217
SSM Terengganu State Office	100,000.00	108
SSM Pahang State Office	45,000.00	10
SSM Sabah State Office	100,000.00	310
SSM Sarawak State Office	30,000.00	117
SSM Perlis Branch Office	50,000.00	2
SSM Labuan Branch Office	53,000.00	77
TOTAL	996,525.00	2,634

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STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS**Launch of SSM's Corporate Video**

In August 2023, SSM proudly unveiled its Corporate Video, officially launched by YBhg. Datuk Nor Azimah Abdul Aziz, Chief Executive Officer of SSM, during the Perhimpunan Khas Bulan Kemerdekaan SSM. This corporate video serves as a vital communication tool, effectively conveying information and promoting SSM's diverse products and services to stakeholders and the general public. By showcasing the organisation's commitment to excellence and transparency, the video enhances SSM's brand identity and fosters greater awareness of its initiatives.

Launch of SSM's Tiktok Platform

On 16 February 2023, SSM expanded its digital footprint with the launch of its official TikTok platform. This strategic move aims to broaden SSM's social media presence, enabling the organisation to engage with target audiences more dynamically and effectively. The TikTok platform provides an innovative avenue for disseminating information, highlighting SSM's initiatives and connecting with younger demographics. As of now, the platform boasts over 20,000 followers, reflecting a successful start in building a vibrant online community and fostering greater interaction with the public.

Through these initiatives, SSM is not only enhancing its corporate branding but also ensuring that it remains relevant and accessible in an increasingly digital world.