



PUBLIC REPORT ON WORLD INVESTOR WEEK

06th – 12th OCTOBER 2025

CAPITAL MARKET DEVELOPMENT AUTHORITY

MALDIVES

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Department, Capital Market Development Authority, Maldives.

Other IOSCO members:

None

Other participants:

- Maldives Stock Exchange Company Pvt Ltd (MSE)
- Maldives Pension Administration Office (MPAO)
- National Cyber Security Agency (NCSA)
- Maldives Police Service (MPS)
- Villa College
- First National Finance Corporation (FNFC)

1. Overview of WIW 2025 Activities

The Capital Market Development Authority (CMDA) conducted activities for World Investor Week (WIW) 2025 from 6th to 12th October 2025, comprising four main initiatives. Some activities were conducted face-to-face, while others were held virtually to allow participation from different parts of the Maldives.

WIW 2025 was launched in the Maldives with an information session titled **“Shaping Informed and Responsible Investors”**, featuring presentations from the Maldives Pension Administration Office (MPAO), Maldives Stock Exchange (MSE), and Maldives Police Services (MPS). Continuing its tradition from previous years, CMDA also conducted a social media quiz, **“World Investor Week Quiz”**, throughout the week. Additionally, a creative TikTok video challenge invited Maldivian residents to share short videos (30–90 seconds) on financial awareness topics such as safe investing practices, scam prevention, and general financial literacy.

Furthermore, an awareness session was conducted for students of Villa College in collaboration with the college, focusing on building foundational knowledge of the capital market, introducing the basics of investing, promoting long-term participation in the financial ecosystem, and raising awareness on the role of pensions in financial planning. Daily updates of all activities were shared on CMDA’s social media platforms, along with informational posts on the main themes of WIW 2025.

In addition to CMDA-led activities, Maldives Stock Exchange (MSE), Maldives Securities Depository (MSD) and First National Finance Corporation (FNFC) organized complementary initiatives, details of which are included in this report.



2. Shaping Informed and Responsible Investors

The opening ceremony of WIW 2025 included an information session aimed at the general public and institutions, beginning with opening remarks by the CEO of CMDA, Mr. Mohamed Hussain Maniku.

The session featured three presentations:

1. **Investment Fundamentals** – Presented by Ms. Aishath Shaha Rasheed, Investment Analyst, Maldives Pension Administration Office. The presentation covered the difference between savings and investment, types of investments, principles of investing, and highlighted how the Maldives Retirement Pension Scheme (MRPS) can be used as an investment vehicle.
2. **Financial Resilience through Technology** – Delivered by Mr. Ravi Saeed, Software Developer, Maldives Stock Exchange. The presentation focused on leveraging technology for financial inclusion, emerging fintech trends, enhancing consumer protection, promoting financial literacy through digital tools, and addressing infrastructure, regulatory, and risk management challenges.
3. **Fraud and Scam Prevention – Navigating the AI-Driven Threat Landscape** – Presented by Mr. Abdulla Shahunez, Senior Sergeant, Maldives Police Service. This session emphasized the increasing sophistication of financial scams, including “pig butchering” scams, cryptocurrency fraud, and AI-driven deepfakes. The presentation reinforced the importance of public financial literacy, inclusive fintech design, robust infrastructure, regulatory compliance, consumer protection, education, and cross-agency collaboration.



3. World Investor Week Quiz (6th - 12th October 2025)

The WIW Quiz was open to all Maldivians, offering a cash prize of MVR 5,000. Promoted via Facebook, Instagram, and Twitter, the quiz ran from 6th to 12th October 2025. A total of 263 participants responded, and Ms. Mariyam Malsa Ali from K. Male' won the prize, selected from 22 participants who answered all questions correctly.

4. World Investor TikTok Challenge (6th-12th October 2025)

A creative video challenge invited Maldivian residents to submit short videos (30–90 seconds) aligned with WIW 2025 themes. The winner received a cash prize of MVR 7,000. The challenge aimed to promote financial awareness and literacy through engaging content under the following themes:

- **Scam Busters** – Identifying and avoiding fraud in a humorous format
- **Money Moves** – Sharing tips for budgeting, saving, and investing wisely
- **Financial Literacy** – Promoting awareness on shares, bonds, and sukuk



The challenge was promoted on Facebook, Instagram, and Twitter. Submissions were limited, with only two videos received. Ms. Sofwath Adnan from K. Kasshidhoo was declared the winner.

5. Awareness Session Targeted to University Students

5.1. Capital Market Awareness Session Conducted for Villa College Students

As part of WIW 2025, CMDA conducted an awareness session for 60 Villa College students on 9th October 2025, in collaboration with Villa College, MPAO, and the National Cyber Security Agency. The session aimed to:

- Build foundational knowledge of the capital market among youth
- Introduce the basics of investing
- Encourage long-term participation in the financial ecosystem
- Raise awareness of pensions in financial planning and fraud prevention



Presentations included:

1. Capital Markets and Investing – Mr. Abdullah Zakariyya, Director General, Pension Supervision Department, CMDA, discussed the development of the Maldivian capital market, financial planning, budgeting, risk and return, and portfolio diversification.

2. Investment Fundamentals – Mr. Ahmed Jihan Jamal, Investment Analyst, MPAO, provided an overview of MRPS and long-term financial planning for retirement.
3. Scam and Fraud Prevention – Dr. Ahmed Naufal Abdul Hadee, CEO, National Cyber Security Agency, highlighted common scams, emotional manipulation tactics, and strategies for building a fraud-resistant mindset.

5.2. Capital Market Awareness Session Conducted for Dhiraagu Staffs

The First National Finance Corporation conducted an awareness session for over 55 staff members of Dhiraagu (the leading telecommunications and digital service provider in the Maldives) as part of the activities held during World Investor Week 2025, representing various departments and professional backgrounds. The session focused on enhancing participants' understanding of key financial concepts, including the basics of investing and the range of investment options available in the Maldives. It also highlighted the growing role of technology and digital finance within the Maldivian capital market. Additionally, participants were briefed on scam and fraud prevention measures, emphasizing the regulatory framework established by the Capital Market Development Authority and other relevant institutions to safeguard investors and promote a secure investment environment.



6. Social Media Post Campaign

CMDA, MSE, MSD and FNFC used social media to enhance public understanding of investment trends, digital finance, and responsible investing. Content included infographics, reels, and

educational posts, covering the world Investor Week 2025 themes: Basics of Investing, Technology and Digital Finance, and Role of AI in Investment Platforms.

6.1 MSE, MSD & FNFC

Social Media Insights as at 13.10.2025					
#	Accounts Reached	Views	Interactions	Shares	Posted on
4 smart questions every investor should ask – Post 1	349	606	9	4	6 th October 2025
Before you invest, how do you do your research? - Post 2	187	660	5	1	7 th October 2025
Informed Investors vs Risky Behaviour – Post 3	185	568	7	4	8 th October 2025
Wondering how digital tools can enhance your investment strategy? - Post 4	136	759	8	3	9 th October 2025
FNFC awareness session	4674	18,423	121	23	8 th October 2025

6.2 CMDA Social Media Performance

Social Media Insights as at 13.10.2025				
#	Reach	Views	Link clicks	Posted on
TikTok Challenge	79,34 K	510.6 K	4151	2nd to 12th October 2025
World Investor Week Quiz	132.7 K	508.5 K	2794	6th to 12th October 2025
Social Media Daily Posts	517.8 K			6th to 12th October 2025



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