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Investment advertising gets a new rulebook

Malaysia announces revised advertising guidelines with a later effective date, giving firms a preparation window.

27 March 2025 / Malaysia

SC updates capital-market advertising guidance

The SC revised its advertising guidelines, with effect from 1 November 2025. The changes address social media, third-party promoters, conflicts and disclosures, as well as promotion of unauthorised services. March was the announcement and preparation stage, not the commencement date.

REVISION ANNOUNCED

THE MALAYSIAN LENS

For Malaysian firms and creators, the practical work is to find every route by which an investment message reaches the public: paid campaigns, affiliates, social posts and outsourced content. Our reading is that responsibility should follow the approval chain. A creator’s personal account is not automatically outside a regulated campaign.

QUESTION TO ASK

Who signs off a promoted investment claim, and who checks that risks, fees and commercial relationships are adequately explained?

WATCH / NEXT STEP

Use the transition to review contracts, approval records and existing content. Retain the version and date of each approved advertisement so later review can distinguish what was published and when.

READ THE ORIGINAL SOURCES

Securities Commission Malaysia · Advertising guidelines and effective date ↗
Securities Commission Malaysia · March 2025 amendment summary ↗

Reconstructed and published 20 September 2026. Selected developments, not an exhaustive digest. Facts relate to the coverage period; maintained sources may contain later updates. The Malaysian lens is MAATIN editorial analysis.