



ISSUE 22 / COVERAGE 1-31 OCTOBER 2025

Investment advertising: the November deadline

An October deadline watch for Malaysia's revised capital-market advertising framework, announced in March.

October 2025 review • effective 1 November / Malaysia

The advertising transition reaches its final month

The SC's revised advertising guidelines were due to take effect on 1 November 2025. This is an October preparation brief, not a claim that new rules were announced in October. Social-media promotion, third-party arrangements and clear disclosures are central areas for the final review.

DEADLINE WATCH

THE MALAYSIAN LENS

Our editorial interpretation: the last month before commencement is a useful point to reconcile the policy with the material actually in circulation. Malaysian providers should examine landing pages, scheduled posts, old affiliate copy and approval records. A clean policy document has limited value if an outdated campaign remains visible to customers.

QUESTION TO ASK

Would a member of the public understand who is promoting the product, the commercial relationship and the material risks?

WATCH / NEXT STEP

Create a dated inventory of active promotions and assign an owner to each correction. Check the exact guideline scope before assuming that a campaign, creator or service is outside it. Retain approvals and the version of the content reviewed.

READ THE ORIGINAL SOURCES

Securities Commission Malaysia · Advertising guidelines and commencement ↗

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.

General information, not legal advice. Verify current law and obtain qualified advice for a specific matter. Illustrative AI-generated masthead image.
