

# press release

FOR IMMEDIATE RELEASE

## Standard Chartered Bank Kicks Off Financial Literacy Campaign 2008

*Campaign to inculcate good money management  
amongst school students nation-wide*

**Penang, Wednesday, 7 May 2008** – In today’s world of increasingly higher cost of living and tighter personal budgets, the need for prudent financial planning and good money management becomes increasingly crucial.

Recognising the ability that it has to make a real difference on this front, Standard Chartered Bank Malaysia Berhad today, kicked off its Financial Literacy Campaign for school students. By the end of this year, the Campaign will have touched some 10,000 primary and secondary students across 81 schools nation-wide, equipping them with a critical life skill to shape their financial future. The Campaign will run for three years.

From conceptualisation to implementation, this Campaign harnesses the Bank’s core skills, services and talent to make a great and lasting impact.

Mr Julian Wynter, Managing Director and Chief Executive Officer of Standard Chartered Bank Malaysia Berhad, said

“As a Bank, it is our job to take care of your money – this is what we do. It is only natural that we share our knowledge with your children during their critical learning years, and give them the understanding and skills to manage their financial future.

Good money management is a life skill that empowers at every level – the individual, community and nation. On the personal level, I truly believe that earning is tied to learning and that good money management can influence how well we do in life. By improving our own lives, we are better able to contribute to the overall economic health and wealth of our nation.”

### **Designed by the young, for the young.**

At the heart of the Campaign is two 90-minute in-class workshops designed by the young talents of the Bank’s Banking Apprentice Programme. The content of the two learning programmes delivered during the workshops are customised to meet the different level of need and life milestones ahead:

- Primary level learning programme – ***Save, Spend and Share.***
- Secondary level learning programme – ***Save, Spend and Invest.***

*Save, Spend and Share* goes back to basics, teaching younger primary-level students the difference between *need* and *want* and how to spend accordingly. Through the programme, students will also learn the fundamentals of money and saving.

As the title suggests, the secondary learning programme – *Save, Spend and Invest* – introduces an element of investor education. It covers the basics of investing and debunks the myth that investing is for the wealthy and not relevant to teenagers entering college life.

### **Nation-wide roll out**

Prior to taking the Campaign nation-wide, a pilot was conducted in March to gauge the content and interactive format of the workshops. Two schools in the Klang Valley were part of this pilot:

- Sekolah Menengah Kebangsaan (P) Sri Aman.
- Sekolah Kebangsaan (P) Methodist 2.

The nation-wide roll-out is conducted in phases:

Phase 1 a)	Selangor & Kuala Lumpur	1- 2 April 2008
Phase 1 b)	Negeri Sembilan	24 - 25 April 2008
Phase 2	Perlis, Kedah, Penang	12 - 15 May 2008
Phase 3	Perak	9 - 12 June 2008
Phase 4	Terengganu, Pahang, Johor	7 - 10 July 2008

Standard Chartered Bank's Financial Literacy Campaign builds on and supports Bank Negara Malaysia's School Adoption Programme, a concerted, industry-wide education effort.

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## **Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries. The bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

The group is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)

## **Standard Chartered in Malaysia**

Standard Chartered Bank Malaysia Berhad, a member of the Standard Chartered Group was established in Malaysia in 1875 and locally incorporated on 1 July 1994. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. It provides a comprehensive range of financial products and services including retail, Islamic and wholesale banking for individuals, small and medium-sized enterprises, corporate and institutions through its network of 37 branches across Malaysia.

In 2001, Standard Chartered established one of two of its global shared service centres in Kuala Lumpur, Malaysia to provide IT support and processing services to the Bank's operations in 15 countries – the first bank in Malaysia to do so. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM). The other global shared service centre is located in Chennai, India.

Apart from its shared service centres, the Group has also established a wholly owned subsidiary company, Price Solutions Sdn. Bhd. to promote and market Standard Chartered's financial products in Malaysia.

Standard Chartered employs more than 5,000 employees in its Malaysian operations.