



Supporting financial education in Hong Kong

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Christine Lam
Country Business Manager
Citibank Global Consumer Banking

Today's Agenda

- **Corporate Citizenship**
- **Financial Education**
- **Case Sharing**
- **Our Insights**

Corporate Citizenship

- Commitment to corporate citizenship; aspires to making a positive contribution to the communities. Broad based community investments across:
 - Financial capability and asset building
 - Microfinance and community development finance
 - Enterprise development
 - Disaster response
- Fulfill corporate citizenship mission through:
 - Leveraging on Citi's financial expertise; supports employee volunteerism
 - Sponsoring and developing community programs
- **Financial education** the core theme in community programs
 - Pioneering offerings aimed at empowering individuals with knowledge and tools towards financial stability and sustainability
 - Target audience from primary school aged children to adults
- Funded through Citi Foundation and Hong Kong Corporate Contributions Committee



Financial Education

- Commitment to empowering communities by providing them with the tools required to achieve **financial stability**
- Over **15 programs** focused on **financial education** in past decade
 - Targets students of all ages and low-income youths, housewives and families
 - 400,000+ individuals have benefitted from our programs
 - Community recognition of Citi leadership in the financial education
- Extensive engagement with stakeholders in program development - **Education Bureau** and **Social Welfare Department**
 - Active participation in financial education promotion initiatives (HKAB, HKMA, SFC, Consumer Council)
- Participant at HKMC pilot microfinance program
 - Citi Foundation funds separate scheme for YMCA to ancillary service and training to enable successful application



Financial Education

Primary School

- Agent Penny and Will Power Series

Secondary School

- Making \$ense of Money
- Citi Youth Investment Education Program
- Citi Success Fund
- Youth Leadership Program

University/Post-secondary

- Citibank University Banking Course
- Citi International Case Competition
- Citi Community Intern Program
- Build A Brighter Future Pilot Program

Beyond Academia

- CABLE Project
- Hope Development Accounts
- The Power of Microfinance
- Arts in Harmony
- Building Community Wealth – Shamshuipo Revitalizing Project
- HKCSS Institute & Continuous Learning Scheme



Program for Primary Schools

Agent Penny and Will Power Series

- First launched in 2005 to promote money management concepts and importance of building a sense of financial responsibility
- Delivered through drama and comic book series catering to interests and age of target audience
- Targets 10 to 12 year old students
 - Primary 4 to 6
- Partners:
 - Po Leung Kuk
 - Education Bureau
 - Jumbo Kids
- Program constituents :
 - Drama tours to schools
 - Agent Penny comic books for students
 - Workshops for teachers and parents
 - Community shows
 - Inter-school drama competition



Program for Secondary Schools

Making \$ense of Money

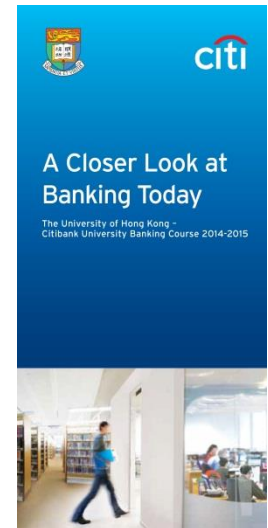
- Offers foundations of financial management training to students, and improves participating teachers and parents' knowledge and skills in relevant areas
- Program coverage :
 - Financial education lectures for students
 - Enrichment workshops for students
 - Life skills camps for students
 - Teacher Training Program
 - Parent Training Program
- Target:
 - Secondary school students
- Partners with Tung Wah Group of Hospitals
- 250,000 students @ over 100 schools
 - 1,700 teachers + 2,000 parents



Program for University Schools

Citibank University Banking Course

- Launched in 2004
- Run in partnership with the universities in Hong Kong; aims to equip students with essential knowledge of the financial and banking sector.
- Four-month intensive course adopts a 360-degree learning approach and covers key banking practices and financial imperatives
- Targets all non-first and non-final year students at Faculty of Business and Economics
- Evening lectures and discussions led by seasoned bankers from Citi, case studies and branch visits
- Recognition
 - Certificate of Completion
 - Internship opportunities at Citi



Our Insights

- Our community programs in Hong Kong are developed with the following principles in mind:



Thank you