



Press Release

HSBC for Indonesian Community

Confirmation of Strong Commitment of PT Bank HSBC Indonesia in Supporting Local and National Economic Growth through Financial Literacy and Inclusion Improvement Program

Jakarta, August 9, 2017 – PT Bank HSBC Indonesia reconfirms its commitment to further improve its active role in supporting local and national economic growth through a sustainable and comprehensive financial education program, “HSBC for Indonesian Community”, which is designed to intensify community’s financial literacy and inclusion.

“HSBC for Indonesian Community” which has been initiated by PT Bank HSBC Indonesia in collaboration with highly-credible social foundations Yayasan Cinta Anak Bangsa (YCAB), Putera Sampoerna Foundation (PSF) and Prestasi Junior Indonesia (PJI) as its partner, has been able to manifest its high commitment through financial literacy and inclusion improvement programs that touch a wider segmentation, from Elementary, High Schools, and Vocational students, academic community, to women of undeveloped socioeconomic conditions.

Sumit Dutta, the President Director of PT Bank HSBC Indonesia says, “As a world class financial institution, one of our missions is to provide financial educations to community in everywhere we are in order to get them a proper understanding of the importance of financial values to supporting a long-term welfare. Not only become a commitment, “HSBC for Indonesian Community” has also been a full support to government’s seriousness that encourages financial literacy and inclusion improvement program to alleviate poverty, empower spirit of integrity from financial perspective, and improve social welfare.”

Sumit Dutta adds, the success of integration has made PT Bank HSBC Indonesia more able to bring in a comprehensive financial education program to a broader region along with its presence in 29 cities with 99 branches. PT Bank HSBC Indonesia is currently strengthened by 5000 employees who are ready to volunteer for this program.

“The broad coverage of “HSBC for Indonesian Community” has encouraged us to optimize such Corporate Sustainability program so that the contribution and support of PT Bank HSBC Indonesia to government’ serious efforts in accelerating national economic growth evenly throughout Indonesia can also increase”, says Sumit.

The spirit to extend the coverage of PT Bank HSBC Indonesia’s active role in supporting community’s economic growth is expected to be a solution upon social economic problems in current society. Integrity is one of the biggest challenges that this country is currently facing at. Through its partnership with PJI, PT Bank HSBC Indonesia presents a program “Intelligent Kids (Anak Cerdas)” for Elementary students, as well as providing an interactive financial education curriculum, namely “JA More than Money” which is aimed for Junior High School students. Students are not only taught a good financial management, importance of saving and spending money wisely, but also greater than that, students are taught to pay attention to living source in order to grow integrity in each of the students from their early age and at the same time make it as a character. These comprehensive approach financial education programs have brought benefit to more than 27,000 students.

Through a partnership with YCAB, PT Bank HSBC Indonesia also strives to address the lack of employment opportunities, in particular for vocational schools’ graduates, as well as the lack of



Indonesian women's role in family economy. In a statement earlier this year, President Joko Widodo reveals a fact that 82% of Indonesian Manpower who works as a domestic assistant in overseas is vocational school graduates.

Through a program "Anak Bangsa Siap Berkarya", PT Bank HSBC Indonesia and YCAB presents a series of workshop of readiness to get into professional world and entrepreneurial learning. Since 2015, this program has brought benefit to 1,090 Vocational Schools graduates and spur 41 new business opportunity. This program is also aimed to support women in undeveloped economic regions who strive to be a microbusiness entrepreneur. As per June this year, this program has been helping 10,117 Indonesian women to become such entrepreneur.

Improvement of financial literacy in Indonesia will never be successfully ran without the synergy of all stakeholders. In collaboration with PSF, PT Bank HSBC Indonesia actively involves lecturers and college students in their efforts to create an inclusive financial industry and reach Indonesian community out of all social layers. This partnership program is called "HSBC-PSF Banking and Finance Education Program" and focuses on equipping lecturer and college student in financial and banking sectors. The lecturer and college student are expected to engage in financial literacy improvement movement in the country.

The joint program of PT Bank HSBC Indonesia and PSF is also expected to give birth to scientific research out of higher education institution that brings benefit to improvement of financial literacy as well as the creation of highly qualified human resource in banking industry. With synergy of industry and educational institution, an inclusive financial service is expected to be immediately felt by Indonesian community.

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