

News Release

30 October 2015

HSBC Opens Up the Gate to Success With “21st Century Education Conference”

*** Partnering with Adam Khoo, HSBC is committed to be the chosen financial partner for customers in anticipating the need for quality education for children ***

*** 21st Century Education Conference Features Leading Speakers from Indonesia and The World ***

71% of Indonesian parents believe that additional informal education will be beneficial for the children's future. This is one of the findings resulting from the recent Value of Education 2015: Learning for Life research commissioned by HSBC in cooperation with Ipsos MORI. This fact, along with other findings have shown that preparing for the children's future welfare as early as possible is one of the most important responsibilities for Indonesian parents. Almost half of the surveyed parents (44%) are concerned about their children's future employability if they are not equipped with adequate education today.

Steven Suryana, Senior Vice President and Head of Wealth Management HSBC Indonesia said, “According to the survey, 87% parents have sought advice about their child's education. Therefore HSBC continues to play the role to become the trusted financial partner for customers to prepare their children's education, both for those who are still planning for their child's future high education, and those who are ready to send their children to universities.”

Furthermore Steven said that HSBC is partnering with several institutions to address that need. One of them is with Adam Khoo Learning Technologies Group (AKLTG) to help customers find the best solution in building character, preparing for independence, and entrepreneurship so they can face the challenges of the 21st century.

AKLTG is a training company based in Singapore, with coverage in Malaysia, China, Vietnam, Thailand, India and Indonesia. Among others, the partnership has resulted in the upcoming “21st Century Education Conference” in Balai Sarbini on 31 October.

The event is endorsed by the minister of Minister of Culture and Primary & Secondary Education Anies Baswedan, and it features leading speakers from Indonesia and overseas. The topic will cover effective learning, nurturing child's potential, learning tools in the 21st century, choosing the right education and career as well as best financial strategy for best education. This education conference will be attended by 2500 participants, which include HSBC customers, and the public who are parents, youth as well as teachers.

Adam Khoo, a speaker and success coach from AKLTG said, “Based on my observation for the last 15 years on basic behaviour and foundations of success people, I've seen the world is undergoing a paradigm shift in working, playing and go about their daily routine. We therefore need to develop our 21st century skills which include learning technique, adaptability, creativity and technology. I'm glad

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that HSBC has the same vision in nurturing the youth, especially in Indonesia and support the 21st Century Education Conference.”

End

About HSBC Indonesia

HSBC has operated in Indonesia since 1884 and now the Bank serves its customer through 41 branches in 6 major cities across Indonesia. Supported by more than 3,000 employees, today HSBC Indonesia has grown into Indonesia's leading international bank, offering services in Commercial Banking and Global Banking for Corporate and Institutional Banking, Global Markets for treasury capital Markets as well as Retail Banking and Wealth Management business.