

PROMOTING FINANCIAL LITERACY FOR CHILDREN, PJI PARTNERS WITH HSBC TO ROLL OUT 'SMART KIDS' FOR ELEMENTARY STUDENTS IN INDONESIA

- Targeting 31 Elementary schools in 12 cities of Indonesia
- Taking a digital approach to teaching money management

Jakarta, November 11, 2015 - Prestasi Junior Indonesia (PJI), a non-profit organization focused on entrepreneurship education, financial literacy and access to the working world today announces the rollout of new programme, 'Smart Kids'. The programme promotes better understanding of financial values and money management for elementary school students.

Partnering with HSBC, Smart Kids will be held in 31 Elementary schools located in 12 cities in Indonesia, namely Medan, Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Sidoarjo, Denpasar, Balikpapan, Makassar, Manado, and Pontianak.

"Understanding financial values have become increasingly important for Indonesian population, especially amidst today's challenging environment. Job competition is fierce and people need to work hard to meet these challenges; one of which is instant gratification and consumerism. We must equip our younger generation with knowledge to deal with these challenges. Smart Kids programme will help children understand the basic value of money and how to manage it to meet their needs as well as to bring benefit for others," said Natalia Soebagyo, Chairperson of the Board, PJI.

Responding to these needs, Sumit Dutta, Country Manager and Chief Executive HSBC Indonesia said, "For us sustainability means building our business for the long term by balancing environmental, social, and economic considerations in the decisions we make. As part of our commitment to the community, we provide financial contributions to community projects across the world and many of our employees take part in projects that we support. We're delighted to support this programme to promote financial literacy in Indonesia."

HSBC's contribution is part of a series of community investments being made globally to mark HSBC's 150th anniversary. Overall USD150 million of additional funding has been committed to community projects over three years (2015-2017) around the world.

PJI has adapted teaching methods and have introduced a digital curriculum. The materials contain colourfully illustrated stories in simple language. The programme includes a variety of examples related to 'want' and 'need' that come up in everyday life. The aim is to help them make choices about what they could finance and understand the basics of financial concepts and better money management.



About Prestasi Junior Indonesia

Prestasi Junior Indonesia (PJI) is part of the largest and fastest growing entrepreneurial, business and economic education organization in the world: Junior Achievement Worldwide. Junior Achievement Worldwide operates in 123 countries implementing partnerships between the world of business and education. PJI develop entrepreneur and business leaders while teaching personal finance skills and enhanced financial literacy. Our organization offers up to 27 programs for students from elementary grades to post secondary levels, and provides opportunities for business professionals to become intrinsically involved in the education of young people. Corporations, Foundations and individuals support Prestasi Junior Indonesia. All are actively involved in helping young Indonesians learn about work, business and finance.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 48 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,100 offices in 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,549bn at 30 September 2015, HSBC is one of the world's largest banking and financial services organisations.

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, Global Banking and Markets as well as Retail Banking and Wealth Management business.