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Press Release

For Immediate Release

Increasing Financial Literacy and Inclusion in Indonesia Through Banking and Financial Education

Jakarta, October 22, 2015 – HSBC Indonesia, is partnering with **Putera Sampoerna Foundation (PSF)**, to launch a Banking and Financial Education Programme at Sampoerna University through its Faculty of Business. The programme is aimed at developing professional and high calibre bankers in Indonesia.

The launch of the programme was marked by the signing of a pledge of commitment and a talk show titled “Financial Literacy, Essential for Our Economic Growth”. Present at the event were **Dr. Kusumaningtuti S. Soetiono**, FSA Commissioner in Charge of Consumer Education and Protection, **Prof. Intan Ahmad**, Director General of Learning and Student Affairs at the Ministry of Research, Technology and Higher Education, **Gendut Suprayitno**, Chairman of the Institute of Indonesian Public Accountability (IPA), **Zulkifli Zaini**, Chairman of the Indonesian Bankers Association (Ikatan Bankir Indonesia, IBI), **Sumir Dutta**, **Country Manager and Chief Executive**, HSBC Indonesia, **Nenny Soemawinata**, Managing Director, Putera Sampoerna Foundation, and **Dr. Wahdi Salasi April Yudhi**, Rector of Sampoerna University.

Sumit Dutta, Country Manager and Chief Executive HSBC Indonesia said, “As part of our commitment to the community, we provide financial contributions to community projects across the world. For us sustainability means building our business for the long term by balancing social, environmental and economic considerations in the decisions we make. This enables us to help businesses to thrive and contribute to the growth and resilience of communities.”

The banking and financial education programme tailored by HSBC Bank and PSF marks HSBC’s 150th year anniversary. It is aimed at improving the quality of teachers, students, young bankers, and the local community, to deepen their understanding of financial matters so that they are able to use financial services and products more effectively.

Dr. Wahdi Salasi April Yudhi, Rector of Sampoerna University, said, “This collaboration programme comprises a curriculum that focuses on the Banking major using unique and bank-specific teaching materials that can be directly applied in the real world and that can produce reliable banking professionals, Training of Trainers (TOT) at more than 210 universities in 7 regions Indonesia, community service activities, seminars and workshops, as well as the economic outlook held by Sampoerna University as a forum to ensure the sustainability of the programme.”

Within the course of three years, the programme will cover a range of activities providing real benefit such as training, scholarship, or ease of access to bank. Furthermore, HSBC Indonesia staff are also actively involved to volunteer in creating case studies, or visiting as guest lecturers, being part of research teams as well as being involved in social projects organised by Sampoerna universities or other universities that benefit from this programme.

"It is an honor for Putera Sampoerna Foundation to have earned the trust of HSBC to collaborate and



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carry out the banking and financial education programme in Indonesia," said **Nenny Soemawinata**, Managing Director, Putera Sampoerna Foundation. "We are confident that this programme will equip educators, students, young bankers, and the local community with the knowledge and skills to manage finances wisely. The programme also received recognition and full support from the Ministry of Research, Technology and Higher Education, the Financial Services Authority (FSA), the Indonesian Bankers Association, the Indonesian Finance Association (IFA), and the Indonesian Public Accountability (IPA)."

The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. 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\$2,572bn at 30 June 2015, HSBC is one of the world's largest banking and financial services organisations.

HSBC's US\$150m community fund

HSBC marks its 150th anniversary in 2015. As part of this, HSBC has made a US\$150m fund available to community projects over three years (2015-2017). More than 140 charities worldwide have been selected by HSBC's management team, based on votes from HSBC employee for charitable themes. The US\$150m fund is in addition to the US\$114m HSBC makes available to community investment programmes globally each year. Further details: www.hsbc.com/150-community-fund