



PRESS RELEASE

YCAB Collaborates with HSBC Indonesia to Develop and Empower 5,000 Young People through the 'Anak Bangsa Siap Berkarya' Programme

Jakarta, November 27, 2015 – The YCAB Foundation (Yayasan Cinta Anak Bangsa) is partnering with HSBC Indonesia to support a 4-year education project called, 'Anak Bangsa Siap Berkarya'. The programme will support 5,000 school students through a series of workshops about getting ready for employment and learning about entrepreneurship. As well as supporting school students, the program will also support Indonesian women to become micro-entrepreneurs.

The programme was launched by Bapak Hanif Dhakiri, the Minister of Indonesian Labour, Mr. Sumit Dutta, Country Manager and Chief Executive HSBC Indonesia, and Mrs. Veronica Colondam, Founder and CEO of YCAB Foundation at Gedung Arsip Nasional today on Friday, November 27th, 2015.

The 'Anak Bangsa Siap Berkarya' programme will be hosted in five major cities in Indonesia: Jakarta, Bandung, Semarang, Surabaya and Medan. It will run from the end of 2015 through to the end of 2019.

Sumit Dutta said, "We're delighted to support the 'Anak Bangsa Siap Berkarya' programme in helping Indonesian youth find the path that's best suited for life after their studies. There are many opportunities and different career paths available to young people today. We want to play a role in preparing their readiness to seize these opportunities and make their dreams come true."

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.

The 'Anak Bangsa Siap Berkarya' project consists of 3 sub-programs:

1) Employment and Entrepreneurship

'Anak Bangsa Siap Berkarya' provides students with theoretical as well as practical education about entrepreneurship and employment. Students will have access to receive training on important life skills such as professional attitude, interpersonal skills, resume writing, job



interviews etc. In terms of entrepreneurship, they will receive 'Ready-to-Business' training on financial management as well as how to develop and implement new business ideas.

2) **Empowerment programme**

This program is designed to support women who aspire to be micro-entrepreneurs. The program will be delivered in low-socio economic areas. It's designed to support to 10,000 women to become entrepreneurs in 4 years.

3) **Education volunteering programme**

To help develop an ongoing programme, HSBC Indonesia and the YCAB Foundation (Yayasan Cinta Anak Bangsa) will set up four Learning Centers across Indonesia to deliver ongoing vocational education. The advice and support will be delivered by volunteers from HSBC Indonesia.

Veronica mentioned, "Collaboration between HSBC Indonesia and YCAB Foundation has been running for 3 years. We hope that "Anak Bangsa Siap Berkarya" can give long term impact, especially to help bring down the youth unemployment rate in Indonesia. I see the commitment from HSBC to always support education for the under-served community".

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About YCAB Foundation

YCAB Foundation (Yayasan Cinta Anak Bangsa) is a non-profit organization focuses in youth development and works in the areas of healthy lifestyle promotion, education, and economic empowerment with end goal to create youth independence. To date YCAB has impacted 2.9 million people and strive to reach 5 million by 2020. In early 2013, we were ranked #74 of Top 100 NGOs in the world by the Global Journal (Geneva). And in 2015, we elevated to #63 of Top 500 NGO.

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.