

press release

FOR IMMEDIATE RELEASE

Standard Chartered empowers adolescent girls through financial literacy

“Be Money Savvy” module held at Bank Negara Malaysia Museum

Kuala Lumpur, 19 June 2018 – Standard Chartered Bank Malaysia continues to empower girls in underserved communities through financial literacy in a recent field trip to Bank Negara Malaysia Museum and Art Gallery (Sasana Kijang).

The field trip was part of the ‘Be Money Savvy’ module of the Bank’s flagship global education programme for adolescent girls, ‘Goal’.

Goal, which was launched in Malaysia last August, provides financial literacy, life skills and employability training to girls aged 12 to 15 years old.

Through a combination of sports and life skills training, the Goal programme aims to empower and equip these girls with the confidence, knowledge and skills they need to be integral economic leaders in their families, communities and societies.

During the field trip, 45 ‘Goal’ girls were led through the curriculum by 10 ‘Goal’ mentors, and they also toured Sasana Kijang where they learnt about the earlier forms of currency and how bank notes are printed. They were also given a guided tour of Bank Negara’s collection of more than 2,000 paintings and artwork acquired since 1962.

“There is a massive hidden potential waiting to be unlocked. By expanding the reach of our Goal programme to even more girls across low-income communities, we hope to provide them with the right tools and knowledge to make informed choices as they move into adulthood, and to empower them to be more active economic participants in their communities”, said Abrar A. Anwar, Managing Director and Chief Executive Officer, Standard Chartered Bank Malaysia.

'Goal' was first launched in 2006 in Delhi. Having already reached almost 400,000 girls globally as of 2017, 'Goal' aims to reach another 85,000 girls this year.



Standard Chartered volunteers shared financial literacy with Goal girls through 'Be Money Savvy', a globally developed curriculum.

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Note to Editors:

Standard Chartered in Malaysia

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leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises and individuals through its network of branches across Malaysia.

In 2001, Standard Chartered PLC established its third global technology & operations centre, Standard Chartered Global Business Services (formerly Scope International) in Malaysia – the first international bank to do so in the country. It provides software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM) and has a total workforce of more than 4,500 people.

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered PLC is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad (Saadiq), Standard Chartered Bank Malaysia's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Syariah-compliant products and services to individuals and corporates through its dedicated branches.

Standard Chartered employs over 7,000 employees in all its Malaysian operations.

Standard Chartered

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Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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