



Engaging the Next Generation Consumer

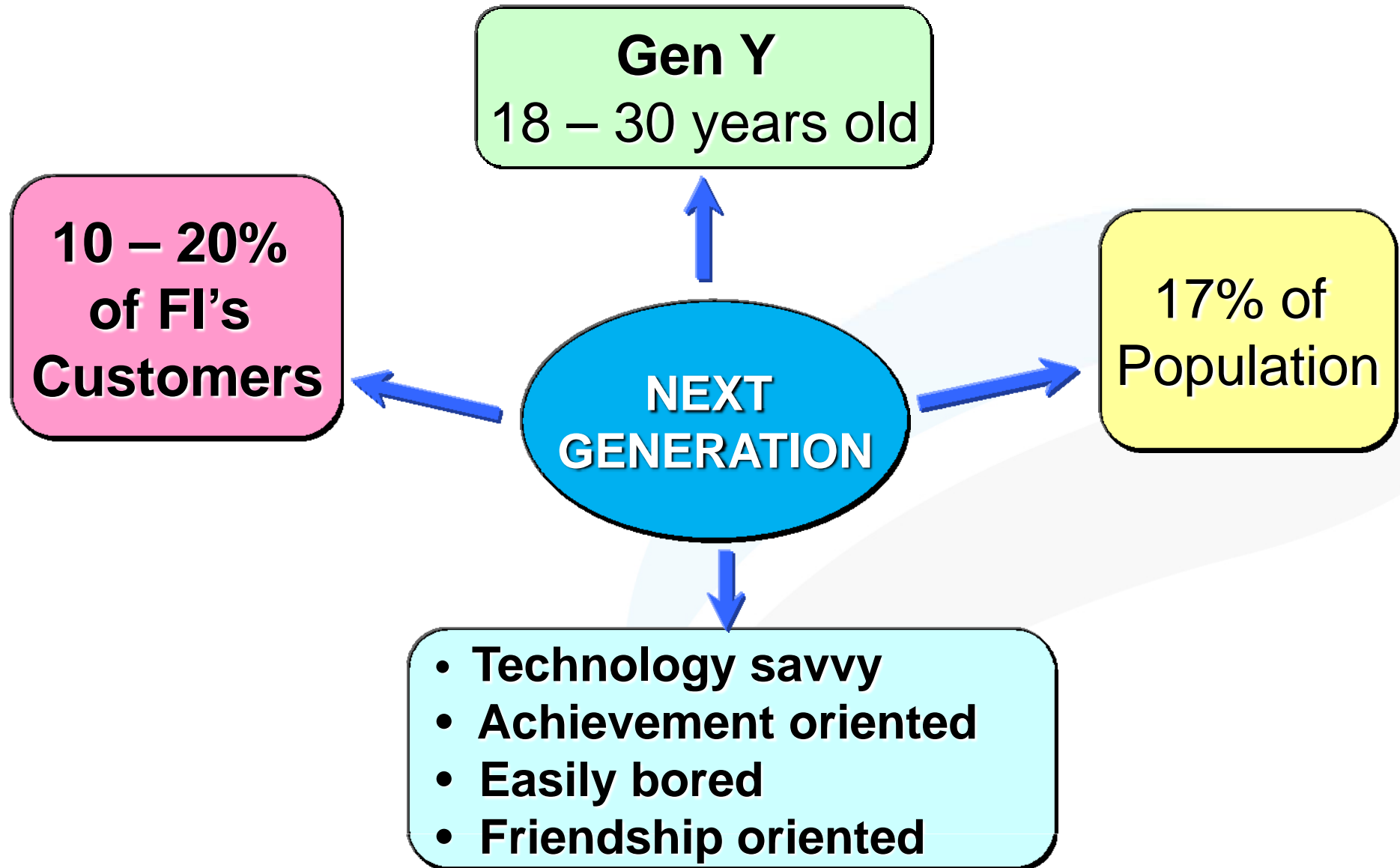
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 **Financial
Education**

 **Financial
Counselling**

 **Debt
Management**

Who are the Next Generation



- Social media
- Learning to be FUN/Interactive
- Learning through friends
- Organisations need to engage them with dedicated approach – i.e. know their
 - interest
 - values
 - lifestyle

- 15% below 30
- Low level of Financial Literacy
- Priorities are different
 - Want to keep up with technology/gadgets
 - Tend to spend beyond their means
 - Want to be a millionaire early
 - Low saving culture
 - Credit cards usage!

To address this:

Focus on FE to young adults (18 – 30)

- NS Trainees
- Universities – Money Sense (MQA 1 credit hour)
- Engaging website
- Social website
- **Power** – 6 Chapter
 - Free sit-in classes
 - Power - the online Learning Portal (Q4)

- To promote products **suitable** for young adults
- Financial Education, in tandem with products
- **Affordability**
 - ensure comfortable with repayments
 - Always live with manageable debt
- Able to contribute positively to the economy and ETP.