

For immediate release  
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## Citi Youth Investment Education Program 2012

### Overwhelming response to Citi Youth Investment Education Program Attracts over 43,000 students in last 6 years

(Hong Kong) – Last Saturday was the kick-off ceremony of the **Citi Youth Investment Education Program 2012**. Already in its sixth year, the program has reached over 43,000 secondary students to date, and covered over half of the total number of secondary schools in Hong Kong. This year sees a record high of over 15,000 participants, nearly a 20% increase from last year's program.

Launched in 2007, the **Citi Youth Investment Education Program** is jointly organized by Citi, the *School Economic Times* and the Learning Society, co-organized by the HKSAR Education Bureau, and sponsored by the Citi Foundation. This program aims to help Hong Kong students in F.3 - F.6 (aged 15-18) to improve their understanding of investment concepts and try out their investment skills in a safe environment, underscoring Citi's continued commitment to financial education.

"We are very encouraged to see the continued record high level of interest in our program, which reflects the growing importance of equipping our next generation with the skills they need to make sound financial decisions down the road. At Citi, as part of our commitment to financial education, we will continue to educate young people on correct money management concepts and in helping to groom them to become financially responsible adults," said Shengman Zhang, Citi Country Officer for Hong Kong.

To support the growing numbers and provide an enriched learning experience, we will continue to provide a training seminar to empower teachers on financial education and similarly road-shows for students from five schools with the highest participation.

The **Citi Youth Investment Education Program 2012** is divided into three stages. First, students are introduced to investment concepts, such as fundamentals of financial management, financial markets and stock analysis at the Citi Youth Investment Education Seminar in March.

During the second stage of the program, students will participate in a series of online Citi Youth Investment Education workshops. These will engage students with real-world case studies highlighting investment research methods and analytical skills. Concurrently with their training, students will be given

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the opportunity to put their learning into practice through a twelve-week online trading game, which simulates trading the Hang Seng Index (HSI) and China Enterprises Index (CEI) stocks, Hang Sang H shares Exchange-traded Fund (ETF) (2828) and Tracker Fund (2800).

The third and final stage of the program, to be held in July 2012, is a Financial Quotient (FQ) event that will measure students' financial knowledge and their ability to apply what they have learnt to real situations. It will be hosted by financial management experts who will share their investment experiences. The FQ workshop will close with an awards ceremony acknowledging winners of the online trading game. Prizes will be presented to teams with the best overall performance as well as teams with the highest closing account balance. Awards will also be given to schools with the highest participation rate and to students who create the best investment slogans.

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### Citi

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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### Citi Foundation

The Citi Foundation is committed to the economic empowerment and financial inclusion of individuals and families, particularly those in need, in the communities where we work so that they can improve their standard of living.

Globally, the Citi Foundation targets its strategic giving to priority focus areas: Microfinance, Enterprise Development, Youth Education and Livelihoods, and Financial Capability and Asset Building. The Citi Foundation works with its partners in Microfinance and Enterprise Development to support environmental programs and innovations. Additional information can be found at [www.citifoundation.com](http://www.citifoundation.com).

### Learning Society

The Learning Society [Singapore] Ltd and Learning Society Ltd [Hong Kong] are public-service organizations with the goals of promoting and supporting progressive educational programmes for adults and children and engaging in charitable acts within education. The Learning Society also owns and manages School House By the Bay, an early childhood learning and teaching center in Singapore. For more information, please visit: [www.learningsociety.org](http://www.learningsociety.org).

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