

Citi Youth Investment Education Program 2010

For Immediate Release

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Citi Youth Investment Education Survey Reveals

Over 50% of secondary school students see long-term wealth accumulation as their goal

(Hong Kong) – According to a financial management survey's findings released by Citi today, more than 50% of secondary school students in Hong Kong view long-term wealth accumulation and preparing for the future as the most important financial goal. Majority of students also believe market uncertainty can translate into opportunity through investment and selected to buy stocks when low to hold for long term period as the best investment strategy under any financial climate. The findings demonstrate students' positive and pro-active attitude towards investment and understanding of the importance of financial management for their future.

The survey of more than 3,600 secondary school students from 190 schools was conducted as part of the Citi Youth Investment Education Program 2010 (CYIEP) sponsored by the Citi Foundation, organized by Citi, Hong Kong Economic Times–School Economic Times and the Learning Society, and co-organized by the HKSAR Education Bureau. The program helps Hong Kong students in F.3 – F.7 (aged 15-19) to improve their understanding of investment concepts and test their investment skills in a safe environment.

Shengman Zhang, Citi Country Officer for Hong Kong said, "We are pleased to see that students recognize the value of financial management in helping them achieve a more secure future and reach long-term goals. The overwhelming response to our program reflects the growing importance of financial education at an early age to equip youngsters with the knowledge to make sound decisions down the road."

In addition to Champion and Best Analysis Awards for junior and senior school teams participating in the CYIEP this year, awards are presented for the top ten best investment slogans submitted by participating students.

Survey highlights

- More than 95% of the students believe that financial education should start in secondary school or as early as primary school or kindergarten;
- Nearly 73% of the students currently use bank savings account to accumulate wealth;
- Approximately 37% of the students believe investing in the stock market could be an effective way to accumulate wealth, followed by investing in property (~32%), foreign currencies (~17%), HK

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dollar (~10%), and fine jewellery (~4%);

- Nearly 70% of the students expressed that participation in the CYIEP has provided them with a good understanding of stocks as an investment tool.

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