



Press Release

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Maybank honours financial literacy champions at the 2nd Maybank Regional Financial Education Excellence Awards 2023 in Cambodia

As part of its continuous efforts to enhance financial literacy across ASEAN especially among the younger generation, and hot on the trail-blazing path after the successful introduction of the 'Maybank Regional Financial Education Excellence (Regional FinEx) Awards 2022' in Malaysia, it was Maybank Cambodia's turn to celebrate and host the 2nd Regional FinEx recently.

Aligned with the aspiration to position Maybank as the champion for financial literacy in ASEAN, since 2013, through the award-winning Cashville Kidz (CVK) Financial Literacy programme, Maybank and Maybank Foundation has championed the cause of raising the levels of financial literacy amongst the younger generation across ASEAN, making Maybank the first Malaysian & ASEAN Bank to embark on such a wide scale programme of this nature.

Tan Sri Dato' Sri Zamzamzairani Mohd Isa, Chairman of Maybank Group and Maybank Foundation in his opening remarks at the regional awards ceremony said, "In line with Maybank's mission of 'Humanising Financial Services' and through the efforts by Maybank Foundation, we are expanding to new geographies and reaching wider beneficiaries around the region by focussing on long lasting impact and sustainable programmes in the areas of Community Empowerment, Education, and Environmental Diversity."

Developed in partnership with MoneyTree Asia Pacific (the leading financial literacy education organisation in the region) Maybank's CVK aims to address the need for financial education in schools across ASEAN by educating school children between the ages on 9 - 12 via this animated series.

Rath Sophoan, CEO of Maybank Cambodia said, "The programme combines the elements of fun and learning which makes it even more exciting and easier for the children to become financially savvy. Through the partnership with MoneyTree Asia Pacific, the implementation of this initiative has been more seamless as the contents are customised to meet local country lingo and culture as well as keeping up with latest digital trends".

The CVK programme has to date, reached out and positively impacted more than 330,000 school children and trained 5,270 teachers in over 1,270 schools in 7 countries across this region in Malaysia, Philippines, Cambodia, Indonesia, Myanmar, Singapore and Vietnam.

It is accorded co-curriculum status by the Ministry of Education, Malaysia and is endorsed through its strategic partnership and collaboration with the National Bank of Cambodia (NBC), Ministry of Education, Youth and Sports Cambodia (MOEYS), Central Bank of the Philippines (Bangko Sentral ng Pilipinas), the Department of Education Philippines (DepEd), and is supported by the Ministry of Education and Culture, Indonesia.

In his congratulatory note, **H.E. Yim Leat, Deputy Governor, National Bank of Cambodia** said, "I would like to express my appreciation and high evaluation towards the launching of Cashville Kidz (CVK) which aims to promote and motivate financial literacy among Cambodian and ASEAN students. On behalf of the National Bank of Cambodia, I would like to thank Maybank Group, as well as, Maybank

Foundation for choosing Cambodia as the first country in the region, outside Malaysia to launch the CVK.”

The event showcased nominees from Malaysia, Cambodia, Indonesia, Philippines and Vietnam in four main categories of awards that were presented at the ceremony as follows:

1. Best School Award Winners

This award is given out to the School that has displayed exemplary leadership, vision and willingness in driving the Financial Literacy agenda in their school.

- ***Malaysia - Sekolah Kebangsaan Lavender Heights, Negeri Sembilan***
- ***Cambodia - Baktouk Primary School, Veal Vong Province***
- ***Indonesia - Sekolah Dasar Negeri Rawamangun 12 Pagi, Jakarta***
- ***Philippines - Bagumbong Elementary School, Caloocan***
- ***Vietnam - Archimedes Dong Anh School, Hanoi***

2. Best Educator Award Winners

This award is given out to the Educator who has displayed extraordinary dedication and commitment during the Cashville Kidz programme to ensure his or her students achieve marked improvement in their Pre and Post assessment scores.

- ***Malaysia - Nurul Asyiqin Md Isa from Sekolah Kebangsaan Lavender Heights, Negeri Sembilan***
- ***Cambodia - But Channa from Takeo Krong Primary School, Takeo Province***
- ***Indonesia - Atikah Zubair Usman from Madrasah Ibtidaiyah Al-Muzayyanah, Jakarta***
- ***Philippines - Ellaine May Rosales from Alapan I Elementary School in Imus City, Cavite***
- ***Vietnam - Bui Hoai Anh from Archimedes Dong Anh School, Hanoi***

3. Best Student Award Winners

This award is given out to the Student who achieved the highest Post Assessment score in the Cashville Kidz programme and who has put in extraordinary effort in transforming himself or herself into a Financial Literacy role model for his or her peers.

- ***Malaysia - Nur Hana Zahra Mohd Norazmi from Sekolah Kebangsaan Puncak Alam 2, Selangor***
- ***Cambodia - Varith Chanpisey from Veal Vong Primary School, Kampong Cham Province***
- ***Indonesia - Made Anindita Putri Maharani from Sekolah Dasar Negeri Rawamangun 12 Pagi, Jakarta***
- ***Philippines - Santina Miguelle Bendo from Southville International School and Colleges, Las Pinas***
- ***Vietnam - Nguyen Nam Khanh from Phenikaa School, Hanoi***

4. Best Family Award Winners

This award is given out to the family that has displayed a strong willingness, deep commitment and firm resolve to improve the family's financial standing and resilience through the Cashville Kidz Family Budgeting programme.

- ***Malaysia - Family of Sarah Bakhtiar***
- ***Cambodia - Family of Pov Pisey***
- ***Indonesia - Family of Mochammad Irwan Fachrudin***
- ***Philippines - Family of Roel Pengson***
- ***Vietnam - Family of Le Thi Thu***

The Maybank Regional FinEx 2023 hosted at the Hyatt Regency Hotel in Phnom Penh was attended by Senior Minister in charge of Special Mission, Royal Government of Cambodia, H.E. Dr. Sok Siphana,

Deputy Governor, National Bank of Cambodia, H.E. Yim Leat, Under Secretary of State, Ministry of Education, Youth and Sport, H.E. Dr Sann Vathana, Director-General of ASEAN, Ministry of Foreign Affairs and International Cooperation, H.E. Yeap Samnang, Ambassador of Malaysia to Cambodia, H.E. Datuk Eldeen Husaini Mohd Hashim, and Ambassador of the Philippines to Cambodia, H.E. Maria Amelita C. Aquino.

Also present at the awards ceremony were Board of Director, Maybank Cambodia, Mdm. Khieu Mealy, CEO of Maybank Cambodia, Rath Sophoan, Chief Sustainability Officer, Maybank, Shahril Azuar Jimin, Head, Group Corporate Affairs & CEO Maybank Foundation, Izlyn Ramli and CEO of MoneyTree Asia Pacific, Michael Reyes.

In the last decade, Maybank Foundation has established itself to be a regional social impact organisation, actively supporting Maybank's mission of Humanising Financial Services. In ensuring to be a force for good, while positively impacting the communities it serves, Maybank Foundation has touched more than 460,000 lives since 2013. This has led to it being accorded ASEAN accreditation status, underscoring Maybank's dedication to creating meaningful, measurable, and long-term sustainable impact across the region.

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