

Press Release

8 October 2013

**Deputy Education Minister to officially launch financial literacy TV programme
CashVille Kidz 2**

- *Winners of National Schools Financial Literacy Challenge 2013 revealed*

Deputy Education Minister, Datuk Mary Yap Kain Ching today launched the CashVille Kidz Season 2, an animated TV series, jointly produced by Maybank Foundation & MoneyTree (M) Sdn Bhd and approved as well as endorsed by the Ministry of Education. Present at the launch held at Menara Maybank included Maybank Chairman, Tan Sri Dato' Megat Zaharuddin Megat Mohd Nor, Chairman of MoneyTree Malaysia, Dato' Nik Kamaruddin Ismail as well as over 80 students from various schools throughout Malaysia.

The TV programme was developed to educate as many students as possible about the importance of sound money management habits. Produced in 24-episodes, the animated series focuses on financial lessons that range from the importance of savings money to developing positive spending habits and making smart investments.

Speaking at the event, Tan Sri Dato' Megat Zaharuddin, said "CashVille Kidz is an animated television series that centres around financial literacy. Through this programme, we wanted to teach the young to use their money wisely. The concept of CashVille Kidz is about learning while having fun.

Targeted at an audience of between 10-12 years old, CashVille Kidz aims to make the learning process fun.

Aired over Astro channel, the pilot CashVille Kidz series run earlier this year has reached out to over 1.5 million viewers, more than 10 times its initial target. Through additional on-the-ground activities, it has engaged over 50,000 students in 180 schools throughout Malaysia. Currently it enjoy a Facebook fan base of more than 135,000.

Arising from the success of CashVille Kidz, both Maybank & MoneyTree have expanded the initiative to include a Financial Literacy Challenge, a competition which is designed to test primary schools students on their mastery of financial planning skills.

During the initial stages of this programme, 180 schools were invited to take part in making learning about CashVille Kidz part of their extra-curriculum activity as well as participate in the Financial Literacy Challenge. To further engage students in this programme, several competitions were organised namely the State Level Project Presentation and the Zone Level Story Writing held from July to August 2013.

Prior to the launch of CashVille Kidz 2, YB Datuk Mary Yap witnessed the grand finale of the Financial Literacy Challenge rounds which saw 48 students from 12 schools

battle it out for the prizes worth a total RM20,000 cash. The winners later received their prizes from YB Datuk Mary at the lunch event.

“We are also planning to take Cashville Kidz now to a regional level to share our content with as many as possible. We believe children who participate in this programme will learn how to invest their money for a better future. This will then translate to a greater stability of the broader financial system and economy,” said Tan Sri Megat.

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