



News Release

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DBS and SGX launch customised investment education programme for budding investors

- *“FLY with DBS and SGX: Financial Literacy for You” is a three-year collaboration that aims to educate DBS customers on effective financial planning*

In response to demand for investor education across different investor profiles and financial proficiencies, DBS Bank and Singapore Exchange (SGX) today announced a three-year collaboration to provide retail investors with the knowledge, skills and tools to aid financial decision-making and kick-start their investment journey.

Targeted at NIBIs (Not Invested But Interested), the “FLY with DBS and SGX” collaboration will leverage DBS’ data-driven approach for a seamless and customised learning experience for new investors, as well as SGX Academy’s expertise in investment education via a hands-on and interactive approach to its programmes. Based on customers’ banking transactional behaviour, DBS will identify the investor profile of customers and match them to specific customer segments, before reaching out with contextualised and tailored education offerings.

Singapore is one of the world’s leading financial and investment hubs, but recent survey studies indicate a gap in the nation’s financial literacy levels, where a third of working adults in Singapore are not planning for their retirement¹. Nine in 10 Singaporeans, when surveyed, feel the need to improve their understanding of investments².

“FLY with DBS and SGX” has identified three consumer segments as core targets. It will seek to enable **Women** to achieve financial independence at various life stages, start **Young Adults** off their financial journey by cultivating good investment habits, and help the **Gen X** supplement their retirement funds through investments.

SGX Academy and DBS will work together to develop investment course materials for each consumer segment. The course materials will comprise interactive webinars, e-tutorials and web articles that are customised by SGX Academy for DBS customers to meet their investing and trading needs. DBS customers will also be able to join a series of exclusive seminars hosted by industry specialists and investment experts. For more information, visit <https://www.sgxacademy.com/flywithdb>.

DBS customers will receive timely alerts at the start of each course cycle through a targeted outreach model that spans multiple platforms, such as DBS/POSB’s internet and mobile banking channels, Facebook and email.

¹ Survey reveals that young Singaporeans have a positive attitude towards financial planning for retirement

² Schroders: Global Investor Study 2017

"We are excited to partner DBS which will strengthen our efforts to enhance financial literacy among individuals in Singapore and open up another channel for non-investors to work their money harder, in a well-informed and educated way. This collaboration will bring SGX's retail education resources and expertise to DBS' sizable customer base, through digital platforms as well as face-to-face engagements," said Chew Sutat, Head of Equities and Fixed Income, SGX.

"It is important for our customers to have a thorough understanding of the fundamentals of investing, as it will empower them to make informed decisions and become savvy investors in their own right," said Tan Su Shan, Group Head of Consumer Banking and Wealth Management, DBS Bank. "We are aware that a lack of financial knowledge prohibits consumers, especially young adults, from investing their money even though they want to. By combining our strengths with SGX, we look forward to offering budding investors easy access to achieving greater financial literacy in investments and grow the number of active investors in Singapore."

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About DBS

DBS is a leading financial services group in Asia, with over 280 branches across 18 markets. Headquartered and listed in Singapore, DBS has a growing presence in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings are among the highest in the world.

DBS is at the forefront of leveraging digital technology to shape the future of banking, and has been named "[World's Best Digital Bank](#)" by Euromoney. The bank has also been recognised for its leadership in the region, having been named "Asia's Best Bank" by several publications including The Banker, Global Finance, IFR Asia and Euromoney since 2012. In addition, the bank has been named "[Safest Bank in Asia](#)" by Global Finance for eight consecutive years from 2009 to 2016.

DBS provides a full range of services in consumer, SME and corporate banking. As a bank born and bred in Asia, DBS understands the intricacies of doing business in the region's most dynamic markets. DBS is committed to building lasting relationships with customers, and positively impacting communities through supporting social enterprises, as it banks the Asian way. It has also established a SGD 50 million foundation to strengthen its corporate social responsibility efforts in Singapore and across Asia.

With its extensive network of operations in Asia and emphasis on engaging and empowering its staff, DBS presents exciting career opportunities. The bank acknowledges the passion, commitment and can-do spirit in all of our 26,000 staff, representing over 40 nationalities. For more information, please visit www.dbs.com.

About Singapore Exchange

Singapore Exchange is Asia's leading and trusted market infrastructure, facilitating the exchange of capital and ideas to create value for people, businesses and economies. As a multi-asset exchange operating equity, fixed income and derivatives markets to the highest regulatory standards, SGX is a vertically integrated business that provides listing, trading, clearing, settlement, depository and data services.

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With about 40% of listed companies and 75% of listed bonds originating outside of Singapore as well as established linkages across the region and in Europe, SGX is Asia's most international and connected exchange. Offering a full suite of derivatives products across Asian equity indices, commodities and currencies, SGX is the world's most liquid offshore market for the benchmark equity indices of China, India, Japan and ASEAN.

The exchange was one of the first globally to adopt the Principles for Financial Market Infrastructure, the first and only central counterparty in the region to be fully approved by U.S. regulators as a Derivatives Clearing Organisation and a Foreign Board of Trade, and is recognised by European Union regulators for both securities and derivatives.

As Asia's pioneering central counterparty, SGX is globally recognised for its risk management and clearing capabilities. In 2017, SGX was awarded Derivatives Exchange of the Year award by Asia Risk and Asia-Pacific Derivatives Exchange of the Year accolade by GlobalCapital for the fourth year running.

Headquartered in AAA-rated Singapore, SGX has over 700 employees including offices in Beijing, Chicago, Hong Kong, London, Mumbai, Shanghai and Tokyo. For more information, please visit www.sgx.com.

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