

MEDIA RELEASE
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EASTSPRING INVESTMENTS BERHAD CLINCHES BEST INVESTOR EDUCATION AWARD (MALAYSIA) FROM THE ASIA ASSET MANAGEMENT (AAM) 2023 BEST OF THE BEST AWARD

Kuala Lumpur (1 March) Eastspring Investments Berhad took home the Best Investor Education Award from the Asia Asset Management (AAM) 2023 Best of the Best Award¹.

The award win was largely supported by Springboard Challenge, Eastspring's proprietary financial literacy programme for secondary school children, and Money Parenting, a research-led campaign aimed to raise financial literacy with parents as the target audience, emphasising the importance of instilling good financial habits and values in their children.

Eastspring Investments Berhad
200001028634 (531241-U)
Level 22, Menara Prudential
Persiaran TRX Barat
55188 Tun Razak Exchange
Kuala Lumpur
T: (603) 2778 3888
eastspring.com/my

The **Springboard Challenge** aimed to elevate the level of financial literacy and investment knowledge within the youth community. Open to secondary school students aged 14 to 17 years old, Springboard Challenge was presented to students and their teachers-in-charge in a virtual workshop format which incorporates fun learning elements such as interactive games, missions and quizzes. The programme incorporated the use of a boardgame which challenges the students with real world simulation of financial topics and decisions and culminated in a nationwide contest in early December. The programme successfully reached **8,350 students and teachers nationwide**. Based on a survey of 10,000 parents across nine Asian markets, **#MoneyParenting** findings provided a comprehensive view on the perceptions, habits and knowledge among Asian parents about financial education, and how these attitudes and beliefs about finances are passed on to their children. **#MoneyParenting** was subsequently launched across several markets in Asia, including Malaysia, to provide local touchpoints such as a dedicated website, webinars for parents and content amplification through local and regional media collaborations. Building on the success in the 2020/2021 campaign, Eastspring Investments Berhad continued to promote content and conduct activities related to helping parents teach children about managing money.

“The need for investor education has become increasingly important. As one of the largest asset management companies in Malaysia, we are using our expertise to support the government’s national agenda of achieving greater financial literacy for all citizens,” says Raymond Tang, Chief Executive Officer of Eastspring Investments Berhad.

¹ Announced on 7 February 2023, Asia Asset Management - <https://www.asiaasset.com/p/2022-best-of-the-best-winners>. Past performance is not an indication of future performance. The grantor of the award is not related to Eastspring Investments Berhad.

“Financial literacy and education are key themes underpinning our corporate, social and responsibility activities in Malaysia. In addition to our regular pipeline of events and thought leadership content produced for investors, we are committed to helping parents, children and young adults learn about money management and empowering them with vital life skills so that they can navigate the financial complexities in the future. We believe we are one of few if not only asset manager looking into early financial literacy education, and this is in line with our shared purpose which is “Experts in Asia. Invested in Your Future.”, says Raymond.

end

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About Eastspring Investments

Eastspring Investments, part of Prudential plc, is a leading Asia-based asset manager that manages over USD 222 billion (as at 30 June 2022) of assets on behalf of institutional and retail clients. Operating since 1994, Eastspring Investments has one of the widest footprints across Asia*. We provide investment solutions across a broad range of strategies including equities, fixed income, multi asset, quantitative and alternatives and are committed to delivering high quality investment outcomes for our clients over the long term.

We incorporate ESG factors into our investment process and are aligned with a number of global sustainability initiatives including the United Nations-supported Principles for Responsible Investments (PRI) and the Asia Investor Group on Climate Change (AIGCC). We collaborate alongside industry peers to harness a collective investor voice to influence and drive change with investee companies. For more information on Eastspring Investments, please visit: www.eastspring.com

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A Prudential plc company 

Eastspring Investments Berhad

Established in 2000 and based in Kuala Lumpur, Eastspring Investments Berhad is one of the Malaysia's leading asset management companies in Malaysia in serving both institutional and retail clients, with RM55.7 billion in assets under management in the country (as at 30 June 2022). Eastspring Investments Berhad. It manages unit trust funds, wholesale funds as well as private mandates.

Media Contact

Judy Yap, Director of Brand and Communications

Email: judy.yap@eastspring.com

Tel: 03 – 2789 3389

Hp: 012-2877410

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200001028634 (531241-U)
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