



Press Release

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ANZ launches MoneyMinded program in Vietnam

ANZ Vietnam today announced the launch of MoneyMinded Vietnam 2012, a financial literacy education program tailored specifically for the local community.

MoneyMinded was introduced by ANZ in Australia in 2004. The program was designed to support ANZ staff and the local communities where the bank operates to help improve financial skills, knowledge and confidence.

The program has been launched in many countries including Australia, New Zealand, Fiji, and Hong Kong; and in 2012, MoneyMinded will also be rolled out in Indonesia, India, Timor-Leste and Vietnam.

MoneyMinded Vietnam is tailored specifically for young people, especially for students. The program will be piloted with 200 students from FPT University in 2012.

MoneyMinded Vietnam will use real life situations such as making money last until payday, saving stories and planning for the future.

Tareq Muhmood, CEO ANZ Vietnam said: "ANZ introduces the MoneyMinded program in Vietnam because we want to help the local community, especially the young, to make a long term difference to their financial wellbeing.

"I'm confident that the partnership between ANZ and FPT will be a successful kick-off and from there, we will be able to move forward to expand it to the wider community and make greater impact in the coming years," Mr Muhmood said.

The program will be rolled out from late May to the end of July 2012 in Hanoi and Ho Chi Minh City.

ANZ was among the first international banks to operate in Vietnam after establishing its first office in 1993. ANZ has 10 outlets in Vietnam and offers a full range of services including Retail & Wealth Banking, Commercial Banking (for small and medium enterprises) and Institutional and Corporate Banking.

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