Press Release **For Immediate Release**

Shanghai Commercial Bank Partners with Po Leung Kuk to Launch the "Smart Futures For All" Sustainability Program MBTI Financial Personality Analysis for Youth and Training of Smart-Aging Anti-Scam Ambassadors to Enhance Financial Literacy and Digital Resilience

Surveys Reveal a Lack of Confidence in Financial Management across Both Generations
Over Half of Students Feel Unsure Where to Start with Financial Management;
Nearly 40% of Smart-Aging Individuals Receive Scam Messages Daily

(Hong Kong, 4 November 2026) While the digital age has made daily life more convenient, it has also introduced new challenges in financial management and fraud prevention across generations. To address these issues, Shanghai Commercial Bank has partnered with Po Leung Kuk to launch the "Smart Futures For All" Sustainability Program, designed to enhance financial literacy and strengthen digital resilience among youth and smart-aging.

To gain deeper insights into the financial management attitudes and fraud-awareness levels of youth and smart-aging, Shanghai Commercial Bank collaborated with Po Leung Kuk on two surveys: "Financial Management Habits and Awareness among Secondary School Students" and "Electronic-Scam Risks and Anti-Scam Awareness among Smart-Aging in the Digital Age". A total of nearly 1,400 valid questionnaire responses were collected. The key findings are outlined below.

The survey on "Financial Management Habits and Awareness among Secondary School Students" collected more than 700 responses from Secondary 4 to Secondary 6 students:

- While over 90% of students agreed that financial management is an important life skill, more than half indicated that they find it "too complex" and "do not know where to start". The findings revealed a clear gap between understanding the concept of financial management and being able to put it into practice.
- More than 70% of surveyed students reported that their current monthly pocket money was sufficient. Those who felt it was insufficient said they would need an average of about HK$2,500 per month.
- Nearly half of the students reported borrowing and lending small amounts of money with classmates, suggesting that peers often help one another meet short-term financial needs.

- Trading cards ranked among the top three assets that students perceived as having the greatest potential for appreciation in value, alongside traditional assets such as gold and real estate.
- Nearly half of the students did not keep written or electronic records of their spending, while more than 74% had not yet made effective use of artificial intelligence (AI) to track their spending or seek financial advice.

In the survey on "Electronic-Scam Risks and Anti-Scam Awareness among Smart-Aging in the Digital Age", over 600 questionnaires were collected from individuals aged 65 or above:

- 60% of smart-aging respondents reported a lack of confidence in managing their finances and determining whether investment information was genuine.
- 80% had received suspected scam communications in the past three months. Of these, nearly 70% reported receiving scam calls at least once a week, and nearly 40% received such calls almost daily.
- The three types of scams that concerned respondents most, in descending order, were “customer service impersonation scams”, “calls from scammers impersonating relatives or friends”, and “official impersonation scams”.
- Only around 8% of surveyed smart-aging respondents used artificial intelligence (AI) on their smartphones in their daily lives. Nearly 40% believed that “AI technology makes scams harder to identify”, while more than 30% worried that their limited knowledge of new technologies made them more vulnerable to scams.
- Nearly 70% identified anti-scam seminars as the most helpful means of preventing electronic scams, reflecting strong demand for these services.

Given the frequent exposure to scam communications and the challenges of the digital age, both surveys show that scam messages have become a recurring risk in respondents’ everyday lives. Families, professionals, and friends serve as important sources of support for both generations.

In light of the above findings, Shanghai Commercial Bank is launching the “Smart Futures for All” Sustainability Program with Po Leung Kuk. The program includes the “Money Wise – Secondary School Financial Literacy Project” and the “Smart-Aging Community Anti-Scam Support Program.”

1. "Money Wise – Secondary School Financial Literacy Project"

Through a range of initiatives, the program helps young people develop sound financial attitudes and strengthen their financial literacy.

The program comprises three core components. MBTI personality analysis tools help young people better understand their personalities and financial management tendencies so they can develop personalized financial plans. Interactive investment games and simulation-based activities allow youth to practice financial management skills in realistic scenarios, enhancing their financial judgment and decision-making. The program is initially expected to benefit around 2,400 students.

2. "Smart-Aging Community Anti-Scam Support Program"

The program will train 80 "Smart-Aging Anti-Scam Ambassadors" to promote scam prevention messages to nearly 8,000 smart-aging individuals in the community. It will also offer educational seminars covering four key themes: technology-based scam prevention, financial management, healthy living, and emotional resilience. In addition, one-on-one anti-scam consultations and case support services will be provided, creating a strong support network for smart-aging.

Cross-Sector Collaboration to Promote Anti-Scam and Financial Education

The press conference was held at the Shanghai Commercial Bank Headquarters. Officiating guests included Mr. CHOW Yat Ming, Joe, PDSM, PMSM, Commissioner of Police; Mr. Sunny Yiu-tong CHEUNG, MH, Executive Director and Chief Executive of Shanghai Commercial Bank; and Dr. Jenny Y.C. TAM, Chairman of Po Leung Kuk.

Delivering his welcome remarks, Mr. CHEUNG Yiu-tong, Sunny, MH, Executive Director and Chief Executive of Shanghai Commercial Bank, stated: "The 'Smart Futures For All' Sustainability Program is a new flagship corporate social responsibility initiative for the Bank. In the first phase, we are partnering with Po Leung Kuk to support young people and smart-aging. Through a three-dimensional framework of attitude, perspective and awareness, we aim to help young people build sound financial management mindsets. At the same time, through 'Smart-Aging Anti-Scam Ambassador' training and educational support, we seek to strengthen the resilience of smart-aging individuals against scams and enhance their digital empowerment. Looking ahead, the program will expand to support small and medium-sized enterprises in achieving steady progress in their digital and sustainability transitions."

Mr. CHOW Yat Ming, Joe, PDSM, PMSM, Commissioner of Police, expressed his gratitude to Shanghai Commercial Bank and Po Leung Kuk for their unwavering efforts in promoting anti-scam education. He stated: “I highly appreciate the concept and design of this survey. By covering two key generation-the smart-aging and the youth, it explores their approaches to financial management and scam prevention. I believe the survey findings will serve as a practical reference for formulating future anti-scam strategies and promoting sound financial concepts.”

Dr. Jenny Y.C. TAM, Chairman of Po Leung Kuk, expressed her delight in partnering with Shanghai Commercial Bank. She stated, "Through our frontline services, our team has observed that both youth and smart-aging are facing increasingly complex digital challenges. We believe that by helping the youth establish sound financial concepts early on and enhancing the anti-deception awareness of smart-aging, we can empower them to live more securely in the digital age. Therefore, we hope this collaboration will not only provide tailored support to our beneficiaries but also raise broader public awareness of these critical issues. ”

As the digital age brings both opportunities and challenges, Shanghai Commercial Bank and Po Leung Kuk will continue to collaborate to deliver tailored support for different age groups through a range of community education initiatives. Through the surveys and related support programs, the two organizations aim to raise awareness across the community of the importance of scam prevention for smart-aging and financial education for youth, helping the public equip themselves for the future and build a safer, more financially literate society.

—End—

Photo Caption

Photo 1:

Mr. CHOW Yat Ming, Joe, PDSM, PMSM, Commissioner of Police; Mr. CHEUNG Yiu-tong, Sunny, MH, Executive Director and Chief Executive of Shanghai Commercial Bank; and Dr. Jenny Y.C. TAM, Chairman of Po Leung Kuk, jointly officiate at the launch ceremony.



Photo 2:

Mr. CHOW Yat Ming, Joe, PDSM, PMSM, Commissioner of Police; Mr. CHEUNG Yiu-tong, Sunny, MH, Executive Director and Chief Executive of Shanghai Commercial Bank; and Dr. Jenny Y.C. TAM, Chairman of Po Leung Kuk, presented certificates of appointment to the "Smart-Aging Anti-Scam Ambassadors."



About Shanghai Commercial Bank

Incorporated in Hong Kong in 1950 and recognized as one of the city's most distinguished local Chinese banks, Shanghai Commercial Bank has built on its strengths in serving corporations, small and medium-sized enterprises (SMEs), and high-net-worth individuals. Tracing its roots to The Shanghai Commercial & Savings Bank, Ltd. founded by Mr. CHEN Kwang-pu in 1915, the Bank is dedicated to serving the community with tailor-made services through an international network of nearly 50 branches and offices in Hong Kong, New York, San Francisco, Los Angeles, London, Shanghai and Shenzhen. With "Serving the Community" as motto and "For Personalized Service" as principle, the Bank offers a comprehensive range of banking products and services, including loans, deposits, trade finance, remittances, securities trading, wealth management, insurance, treasury, foreign exchange, credit cards, and digital banking solutions to meet customers' needs.

In 2000, the Bank formed a strategic alliance with Bank of Shanghai* in Chinese Mainland and The Shanghai Commercial & Savings Bank, Ltd.^ in Taiwan, creating the Tribank branding with a combined network of more than 400 outlets spanning China, Southeast Asia, the United Kingdom and the United States.

[1] Bank of Shanghai Company Limited is a registered banking institution in Chinese Mainland, and does not hold a banking license in Hong Kong, and hence is not under the supervision of the Hong Kong Monetary Authority, but holds a wholly-owned subsidiary - Bank of Shanghai (Hong Kong) in Hong Kong.

[2] The Shanghai Commercial & Savings Bank Limited is a banking institution registered in Taiwan, which has branch presence in Hong Kong.

About Po Leung Kuk

Founded in 1878, Po Leung Kuk, as one of the largest charity organisations in Hong Kong, has been serving Hong Kong for 148 years with its objective of "Protecting the Young and the Innocent" (保赤安良). Currently, the Kuk has 325 units strategically located in Hong Kong and provides services in education, social welfare, youth, recreation, culture and integrated health care. We have about 45,000 students in our schools and attend to more than 3,000,000 visits for services annually in the past 3 years. For more information about Po Leung Kuk, please go to www.poleungkuk.org.hk.

Media Enquiry

Ms Teresa Lok
Corporate Communications and Marketing Division
Shanghai Commercial Bank Limited
Tel: (852) 2841 5302
Email: teresa.lok@shacombank.com.hk