

PRESS RELEASE

WOMEN EMPOWERMENT THROUGH FINANCIAL EDUCATION: BAIDURI BANK COLLABORATES WITH BSP WOMEN IN-FOCUS NETWORK

Bandar Seri Begawan, 23 July 2021 – In its efforts to help women break the barriers that prevent them from succeeding financially, Baiduri Bank has collaborated with the BSP Women In-Focus Network to conduct a financial workshop at the BSP Head Office in Seria today.

The workshop focused on the basics of personal finance, especially on the topic of understanding how to reach financial goals, planning for retirement, learning the fundamentals in investment planning as well as understanding own risk appetite.

The workshop concluded with private one-on-one consultations with Baiduri Bank's financial planners.

Speaking on the objective of the collaboration, Ng Yick Wei, Head of Group Strategic Marketing and Communications, Baiduri Bank said, "Financial literacy is a big focus for us as a financial institution. In the context of long-term financial decisions such as retirement planning, investments, saving and wealth accumulation, women could benefit from increasing their awareness and knowledge of financial offerings. Our objective is to help them grow their financial literacy, so they can become more effective in handling their own finances."

During the workshop, complimentary copies of financial education booklets titled "Power of a Woman" were available to all guests. The booklets, launched earlier this year in conjunction with International Women's Day, contain templates for budgeting, saving and spending tips as well as ideas for side hustles to help women on their journey to be more financially confident.

For more information on Baiduri Bank's latest initiatives and offerings, the public can visit www.baiduri.com, or follow Baiduri Bank Group on social media platforms.