

Wrap Up

Barry Stowe

Chief Executive

Prudential Corporation Asia

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Cha-Ching – Money Smart Kids

- First in Asia: Developed by Prudential to address financial literacy in children
- Aligned with Regulator priorities
- Takes the dialogue to children (7-12), engages entire family
- Developed with world leading experts (Dr. Alice Wilder PhD and Turner Broadcasting)
- Drives distribution activity
- Hong Kong, Singapore, Malaysia, Vietnam, Indonesia, Thailand, and the Philippines



Cha-Ching – Money Smart Kids



TV



Website



iPhone/iPad app



Facebook



Parent Activities



Apps



Video Games



You Tube

At Home ↔

With Parents ↔

In Schools ↔

On the Go

Website: Strong Initial Response



5.3 Million page views
9 minutes per visit
Over 8,300 site registrations

