

02.09.2024

AEON Credit Service and HKFWS Launch “Financial Education ON!” Programme to Promote Healthy Financial Attitude

As a responsible financial service provider, **AEON Credit Service (Asia) Company Limited** (“AEON Credit Service”; HKEX: 00900) has been committed to promoting financial education. Since 2022-23 academic year, AEON Credit Service and Hong Kong Family Welfare Society (“HKFWS”) Financial Education Centre have been working together to jointly organise the “Financial Education ON!” (“FE-ON!”) Programme. This programme aims to develop healthy spending habits and promote financial literacy of children, youth and parents through a series of activities and social media promotion.

On 24 August, a free public parent seminar was held in UOW College Hong Kong under FE-ON! Programme, attracting around 40 young schoolers, parents and social worker students. During the seminar, the Certified Financial Social Worker shared various challenges of financial management that the young generation is facing nowadays and how parents should do to overcome those challenges with their children. The parents also took this opportunity to exchange and share their personal experience.

Until now, the FE-ON! programme has organised over 100 sessions of physical financial education activities, including case counselling and consultation, interactive workshops, parent talks, etc., benefiting a total of over 1,300 students and parents. Besides face-to-face activities, the programme also targets to instil financial literacy to general public through social media platforms by producing viral video with young influencers and regular social media posts with down-to-earth content and lively illustrations.

Mr. WEI Aiguo, Managing Director of AEON Credit Service, said “To adhere to AEON Financial’s motto ‘Our purpose is to bring “finance” closer to everyone. By committing to each and every person, we brighten up everyday lives with peace of mind and smiles.’, AEON Credit Service actively works towards betterment of the society and we highly recognised the importance of financial education to children especially at their young age. Looking forward, AEON Credit Service will continue to work with the community and lay the foundation for financial literacy for future generation.”

Photo captions:



On 24 August, a public parent seminar was held under FE-ON! Programme to share various challenges of financial management that the young generation is facing nowadays.



S-Qube 從心學理財

6月27日 · 🌐

*此影片由AEON Credit Service AEON 信用卡 全力支持... 查看更多



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理財講你心

理財 X 心理學

光環效應

Halo Effect

你有否曾經因為商品是某個明星代言，而購買意欲大增？

你有否曾經因為使用某些名牌產品，而自信大增？



主辦機構:



支持機構:



主辦: 家福會 HKFWS 理財教育中心

協辦: 教育出版社 Educational Publishing House

香港伍倫貴學院 社會科學院

贊助機構: AEON CREDIT SERVICE (ASIA) CO., LTD. AEON 信貸服務 (亞洲) 有限公司

子女網購買完又買?

子女學理財可以提升數理能力?

子女無節制課金?

子女零用錢點部署?

家長必修課

數碼新世代的理財挑戰

講座簡介

生於新世代的小朋友，從小對科技就有很高的掌握能力，電子消費無疑十分便利，但同時亦為家長帶來不少隱憂，面對電子世代理財教育的種種挑戰，家長怎樣管教才是最適當？

是次講座由家福會認可理財社工主講，結合前線理財教育經驗與學術研究，聯同香港伍倫貴學院的社工學生，與參與講座的家長一同討論、探討如何透過理財教育促進親子關係、提升子女數理能力，以及建立健康的理財觀念。

<p>2024</p> <p>8月24日(六)</p> <p>時間: 早上10:30至中午12:00</p> <p>地點: 香港伍倫貴學院 香港大學沙田分校 16號1樓 (港康大樓中庭入口)</p> <p>查詢: 3950 1900 (林焯敏)</p>	<p>費用全免</p> <p>對象: 小學生之家長</p> <p>名額: 100位</p> <p>主講: 家福會認可理財社工</p>	<p>報名連結</p>	<p>出席可獲</p> <p>EP mall</p> <p>\$100</p> <p>購物金</p> <p>詳情請電 3950 1900</p>
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www.fechn.org

To enhance the financial literacy of general public, the FE-ON! Programme held free parent seminar and launched a series of social media campaigns including viral videos, regular social media posts and articles, sharing good financial management attitude and values.



Various interactive workshops were held in kindergartens and primary schools to instil financial management concept to children since young age.

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About AEON Credit Service (Asia) Company Limited (Stock Code: 00900)

AEON Credit Service (Asia) Company Limited, a subsidiary of AEON Financial Service Co., Ltd. (TSE: 8570) and a member of the AEON Group, was set up in 1987 and listed on the Main Board of The Stock Exchange of Hong Kong Limited in 1995. The Group is principally engaged in the consumer finance business, which includes the issuance of credit cards and the provision of personal loan financing, card payment processing services, insurance agency and brokerage business in Hong Kong and microfinance business in Mainland China.