Helping Our Young Generation Guard Against Financial Scams

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Young people, being digital natives, see higher incidence of experiencing online scams

<table>
<thead>
<tr>
<th>Online scams ever experienced</th>
<th>Age 18-29</th>
<th>Age 30-49</th>
<th>Age 50-69</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any online scams</td>
<td>65%</td>
<td>57%</td>
<td>31%</td>
</tr>
<tr>
<td>Received phishing emails / bogus calls that attempt to steal your bank account password / credit card details</td>
<td>34%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Failed to receive goods bought online after payment</td>
<td>25%</td>
<td>17%</td>
<td>2%</td>
</tr>
<tr>
<td>Received phishing emails that requests money transfer / payment</td>
<td>16%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Received fraudulent banking / investment / online shop website links</td>
<td>12%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Received requests for advance payment / money borrowing from someone on social media</td>
<td>11%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Suspected of being deceived after proceeding investment per advice from Internet/social media</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Theft of online banking / investment accounts</td>
<td>2%</td>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>

Base: Individuals aged 18-69 (N=512)
Source: IFEC Digital Financial Services Usage Study 2020
Investment scams

Young investors see a much lower awareness of common investment scams!

Awareness of ramp and dump scams on social media

- Investors aged 18-29: 48%
- Investors aged 30-49: 69%
- Investors aged 50-69: 62%

Base: Retail investors aged 18-69 who have invested in stocks in the past year (N=853)
Source: IFEC Retail Investor Study 2021
## TV campaigns

<table>
<thead>
<tr>
<th>Year</th>
<th>Image</th>
<th>Views</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td><img src="image1.png" alt="Image" /></td>
<td>13.6 million</td>
<td>Guard against online financial and investment scams</td>
</tr>
<tr>
<td>2022</td>
<td><img src="image2.png" alt="Image" /></td>
<td>10 million</td>
<td>Build financial resilience and beware of investment scams</td>
</tr>
<tr>
<td>2023</td>
<td><img src="image3.png" alt="Image" /></td>
<td>7.8 million</td>
<td>Power up our digital financial literacy and become a digital finance hero.</td>
</tr>
<tr>
<td>2024</td>
<td><img src="image4.png" alt="Image" /></td>
<td>Launched on 1 March 2024</td>
<td>Upbeat song in TVC to call for the public to “Be A Savvy Investor!”</td>
</tr>
</tbody>
</table>

Launched on 1 March 2024
GAMIFICATION

Anti-scam Quiz

RPG Game

"One day adventure with Grandparents Chin"

Anti-scam board game

Anti-scam portal

Making learning fun and interactive!
Chinese Proverb

“If your plan is for one year, plant rice. If your plan is for ten years, plant trees. If your plan is for one hundred years, educate children.”
- Ancient Chinese Scholar

「一年之計育谷,十年之計育木,百年之計育人。」- 管子·权修
Primary School: Money Management Online Quiz Challenge

Collaboration with: Education Bureau

- February 2024
- Attracted over 48,000 participants
- More than 80 primary schools participated

Link to Online Quiz Challenge
### Secondary School: Digital Financial Literacy Programme for Youth

**Junior Category (S1-S3)**

**Theme:**  
Be A Smart Online Shopper

**Topics include:**
- Choose online consumption platform wisely
- Exercise caution when managing online payments
- Safeguard personal information from online threats

**Senior Category (S4-S6)**

**Theme:**  
Use Personal Digital Financial Services Safely

**Topics include:**
- Smart use of digital technology to manage personal finance
- Prevention of online financial scams

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**March 2024**

**More than 500 teachers involved**

**Share their insights on shaping the financial literacy of youths in the digital age**

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Collaboration with: Education Bureau
Tertiary Students: **Personal Finance Ambassador Programme**

The Ambassadors shared financial education messages to over 4,900 of their peers through their projects, campus activities and social media.
Money Smart Guide for Non-Local Tertiary Students

Welcome to Hong Kong! Studying and living in a new environment can be exciting and yet challenging. Handling your personal finances may further add to the burden. With the right knowledge and tools, it will not be as difficult. You may find the following useful and beneficial.

Smart consumption tips
Discover the financial services available in Hong Kong
Practical tips for preventing fraud

Online toolkit for non-local students

Tips for investment and scam prevention for the young people

Young people may come across many financial products on sale and be tempted to invest at the start of their investment journey. However, it is worth spending time and effort into learning more about investing and to know more about protection against scams.

Basic principles for investing
1. Be vigilant and protect your assets.
2. Understand the products’ features and risks.
3. Invest with caution and reflect on your investment behaviour and attitude.

The IFEC Money Tracker mobile app
- Convenient tracking of income and expenses
- Expenses are categorized for better budgeting
- Budget and track shared expenses with families and friends
- Set savings goals and work out how long you will need to achieve them

The IFEC Money Tracker is an easy tool to keep track of your expenses on your mobile phone. The app automatically categorizes your expenses and helps you set budget plans in just a few clicks. The app also offers a feature for planning savings goals, allowing you to systematically achieve different targets.

Tips for investment and scam prevention for the young