

China Minsheng Bank Jointly Promotes Financial Knowledge with Online University Platform for the Elderly of China.com.cn and Central University of Finance and Economics

To promote financial knowledge among consumers and effectively convey its "customer-centric" philosophy of consumer rights protection to the general public, China Minsheng Bank has cooperated with the online university platform for the elderly of China.com.cn and the Central University of Finance and Economics and developed a high-quality educational course to promote financial knowledge to the special groups including the elderly.

In line with the regulatory requirements, the course invited Mr. Li Xiaolin, Dean of School of Insurance of the Central University of Finance and Economics, to deliver a lecture with the topic of "How to Protect the Wealth of the Elderly - Risk Management and Elderly Care Planning", which addressed the concerns such as the characteristics of the elderly group and the risks of uncertainty in the elderly life, wealth management and family income and expenditure planning for the elderly, the multi-level medical care security system of China, and family assets allocation and inheritance, etc.



Figure: Lecture Given by Mr. Li Xiaolin, Dean of School of Insurance, Central University of Finance and Economics

This course will be broadcast simultaneously on the online university platform for the elderly of China.com.cn (PC), an online provider of public welfare university courses for the elderly, and on wjjh5.cnlive.com (mobile). The former has covered more than 4 million students (among which, 60% aged 55-64, 29% aged 65-74, and 11% aged over 74).

In the next step, China Minsheng Bank will continue to strengthen its cooperation with financial education institutions and online financial education platforms, make full use of the Internet, new media and other approaches and channels to continue to popularize financial knowledge to key target groups, improve the quality and efficiency of publicity and education, so as to effectively protect consumers' legitimate rights and interests, and fulfill corporate social responsibilities.