
AmMetLife Insurance Berhad supports Junior Achievement Malaysia to drive financial literacy among school children

29 July 2019, Kuala Lumpur - AmMetLife Insurance Berhad (“AmMetLife”) employees will mentor school children in financial management, leadership and entrepreneurial skills through the JA Start-Up Programme. Implemented by Junior Achievement Malaysia (JA Malaysia) and funded by MetLife Foundation, this programme will provide students with the opportunity to experience and learn the complete life cycle of a company.

According to Ramzi Toubassy, Chief Executive Officer, AmMetLife, “We are pleased to support JA Malaysia in inculcating financial literacy and entrepreneurial skills among these students. We believe the JA Start-Up Programme provides these students with the ability to build a foundation of financial security and career accomplishment that will benefit them, their families and their communities.”




Commenting on MetLife Foundation’s role in driving financial health in Malaysia, Krishna Thacker, the Asia Regional Director of MetLife Foundation, said “At MetLife Foundation, we believe financial health belongs to everyone. Supporting young students as they learn and experience the process of entrepreneurship, including setting up a business and designing and selling their products, is an excellent way to ensure that we lay a solid foundation for financial health.”

Over a span of five months, the students will work in teams and learn how to register a company, appoint a managing director, establish the management team, and sell share certificates. Once the company is in place, they will then proceed to develop their own product line and eventually produce and market their products.

The Ministry of Education recognises and supports this programme, which is facilitated through workshops conducted monthly at identified schools in Perak. These workshops are led by JA Malaysia staff and facilitated by corporate volunteers from AmMetLife and MetLife offices in Kuala Lumpur. The volunteers will guide and provide practical advice to the students in areas of finance, operations, human resource planning, marketing and sales.

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“Through this programme our employees are able to empower the students to make a connection between what they learn in school and how it can be applied in the real world – enhancing the relevance of their classroom learning and increasing their understanding of the value of staying in school. Skills-based volunteering has become a cornerstone of our philanthropic efforts to bring social good to the communities we serve,” Ramzi added.

The JA Start-Up Programme will peak with a Student Product Expo at a leading mall in Kuala Lumpur in September where students will be able to showcase and sell their products. A judging committee comprising of employees from AmMetLife and MetLife offices in Kuala Lumpur will assess each team. Winners will be identified for various categories, including Best Product, Best Annual Report and Best JA Start-Up Company.

Mr. Stuart Dean, Chairman of JA Malaysia, said, “We are glad to be partnering with global organisations such as MetLife to help young people, especially in smaller towns and rural areas, realise their potential beyond textbooks and to learn and experience hands on skills that are necessary for the workforce. Through this collaboration we are able to empower a generation that is capable of supporting themselves, their families and society.”

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About AmMetLife

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings LLC (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide.

The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

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About MetLife Foundation

At MetLife Foundation, we believe financial health belongs to everyone. We bring together bold solutions, deep financial expertise and meaningful grants to build financial health for people and communities that are underserved and aspire for more. We partner with organizations around the world to create financial health solutions and build stronger communities, engaging MetLife volunteer employees to help drive impact. To date, our financial health work has reached 9.9 million low-income individuals in 42 countries. To learn more about MetLife Foundation, visit metlife.org.

About Junior Achievement Malaysia Berhad (JA Malaysia)

JA Malaysia, a member of Junior Achievement World Wide (JAWW), is committed to grow and execute JA Programs on financial literacy, entrepreneurship and work readiness throughout Malaysia, to provide Malaysian students with a better understanding of business knowledge, while exposing them to skills that will enhance their employability as well as career success.

Students are the business leaders of tomorrow and will be setting the standards of skills, creativity, innovation and integrity in corporations. It is thus imperative that, on the onset, they develop a keen understanding of financials and business. JA Programs globally reach more than 10 Million students annually in more than 100 countries, with a network of more than 465,000 volunteers. JA Malaysia targets to reach approximately 31,000 students in 2019.

For further information on AmMetLife Insurance Berhad, please contact the Corporate Communications Department at AmMetLife-Communicator@ammmlife.com

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