


# CIMB pledges RM200mil to boost financial literacy

**BANKING**

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CIMB Group Holdings Bhd group CEO Novan Amirudin

KUALA LUMPUR: [CIMB Group Holdings Bhd](#)  has announced a commitment of RM200mil over the next five years (2026 to 2030) under its “Kita Bagi Jadi Komuniti” (KBJK) platform to advance customers and society.

The commitment will focus on three key areas – promoting long-term economic empowerment, enhancing community wellbeing and improving financial inclusion, including equipping youth, the unbanked and the underserved communities with essential life skills such as digital and financial literacy.

Chief executive officer Novan Amirudin said countries with high income inequality tend to experience slower and less sustainable growth.

“In contrast, a thriving, inclusive society that leaves no one behind benefits all its members. At CIMB, our purpose to advance customers and society is simple but powerful,” he said at the

launch of the platform.

As part of the KBJK platform, CIMB also introduced several new targeted programmes, including the Women Entrepreneur Empowerment Programme, which offers tailored financing and **BANKING** networking support for women-led businesses. The initiative is expected to benefit 300 women entrepreneurs over three years.

In partnership with the Credit Counselling and Debt Management Agency, CIMB will also deliver “Jaga Duit” financial literacy workshops, offering a comprehensive financial inclusion programme to support low-income employees of its corporate and small and medium enterprises clients.

To date, nearly 1,500 employees have benefited from these sessions, the bank noted.



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Additionally, it said under the “Let’s Duit” programme by TNG Digital, around 1,000 senior citizens nationwide have been empowered with hands-on digital payment tools and practical learning to help them navigate the digital economy safely and confidently.

Building on its strong foundation, CIMB continues to deliver value to its stakeholders. From 2021 to 2024, it disbursed more than RM125mil in community investments, putting it on track to meet its RM150mil target by the end of 2025. — Bernama