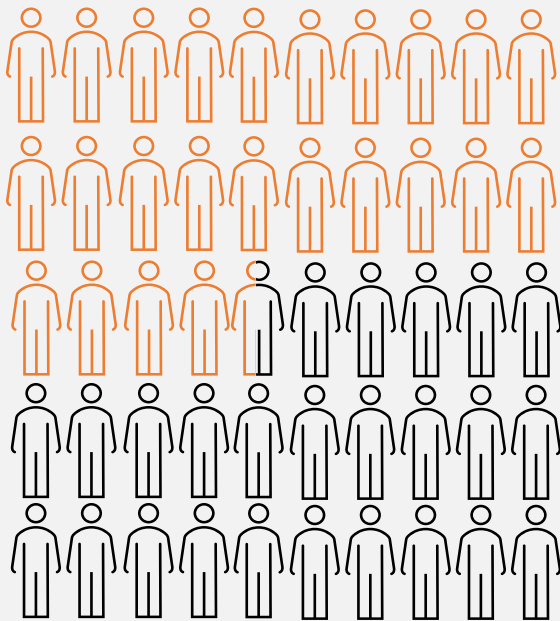




Gen Z Financial Health Survey



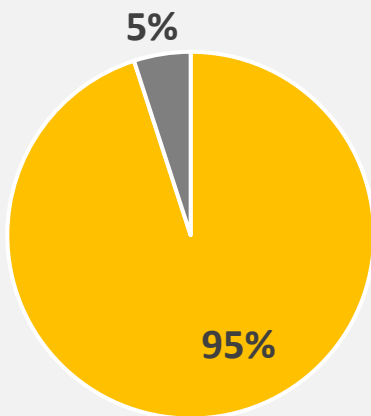
Did you know that...

45%

... of youngsters in Malaysia and Singapore are confident in managing their own financials? How so?

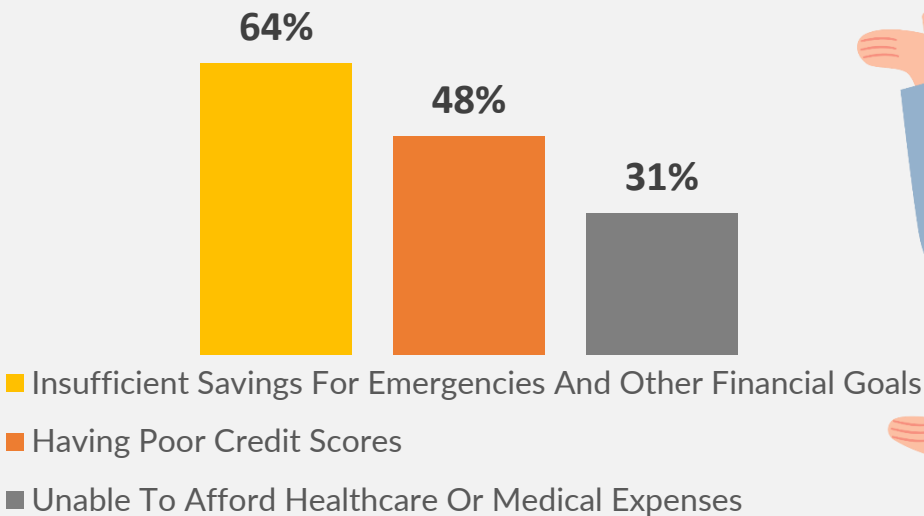
Has the current market condition changed Malaysian Gen Z's spending behaviour?

It was learned that **95%** of Malaysian Gen Zs are changing their spending habits because of today's market conditions. With global inflation on the rise, **64%** are concerned about not saving enough to reach their financial goals. They're also worried about keeping good credit scores and being able to afford healthcare expenses.



■ Yes ■ No

Top 3 Financial Fears Among Malaysian Gen Z's in 2023



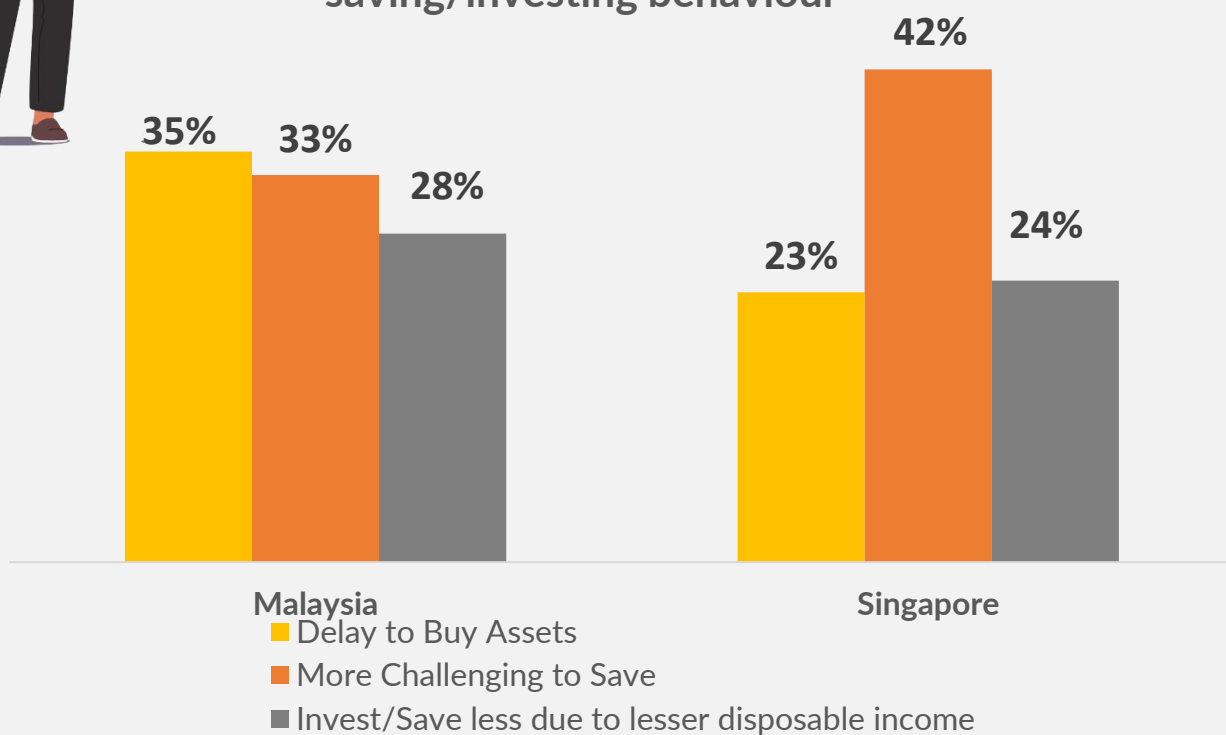


Gen Z Financial Health Survey

How about Singaporean youngsters? It is no surprise that the current market conditions are impacting them just like their Malaysian counterparts as well. Even though Singaporean youngsters aren't as focused on buying assets, they are still finding it challenging to save.



Effects of the current market conditions towards saving/investing behaviour





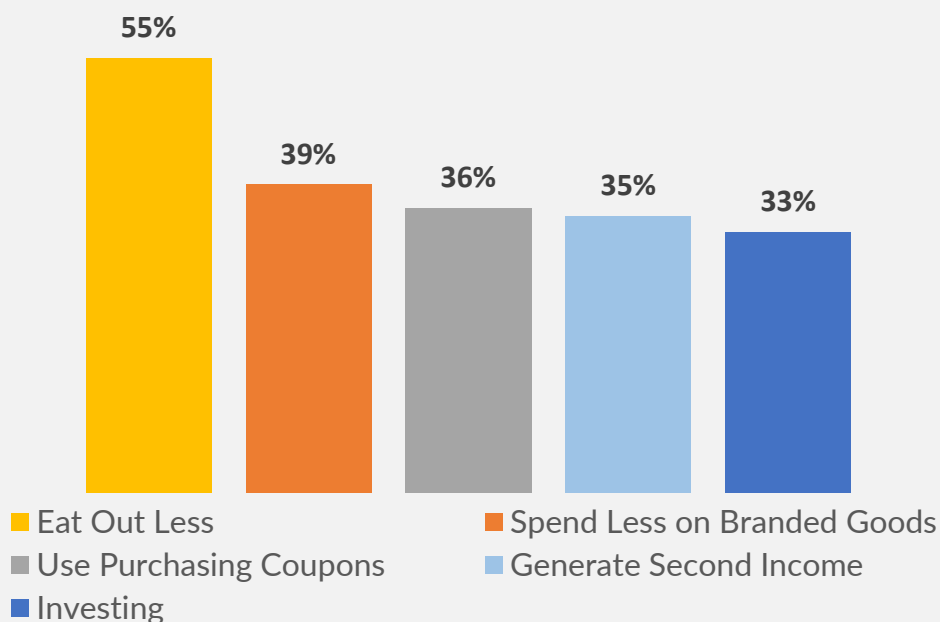
Gen Z Financial Health Survey



Acknowledging the financial stress, Malaysian Gen Zs are taking proactive steps to adapt to the current market conditions. Around half are eating out less, and 39% are shopping less, choosing to live more frugally to save money for their personal needs.



How Malaysian Gen Z's manage high living costs

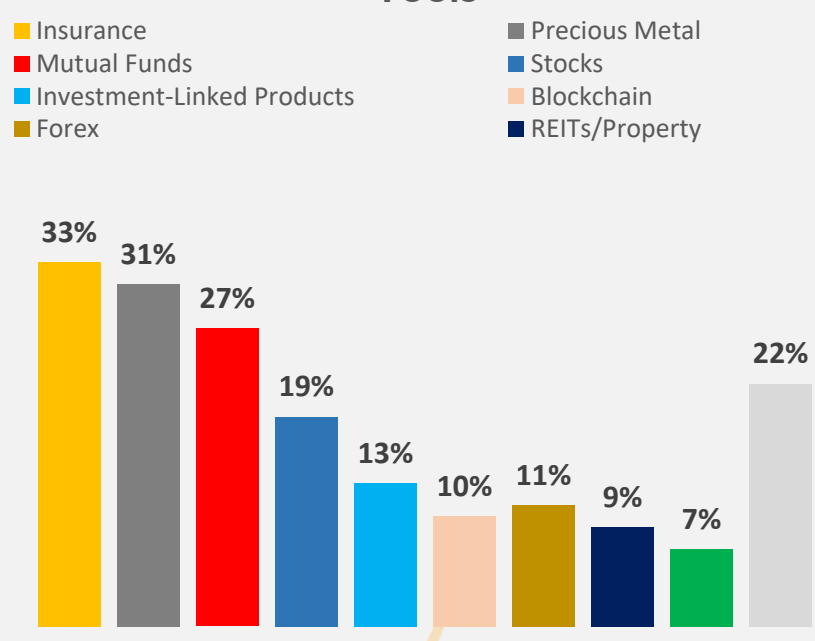




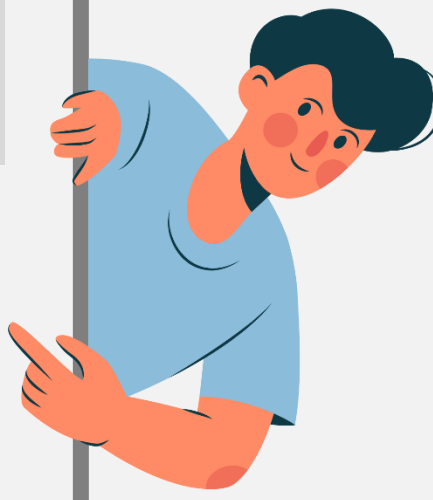
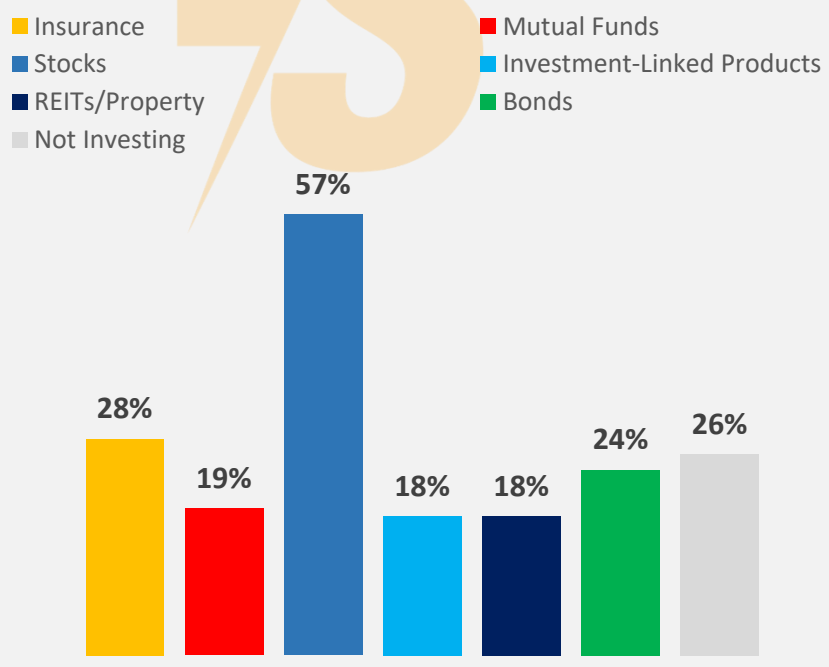
Gen Z Financial Health Survey

Beyond living frugally, young people in both Malaysia and Singapore are learning to build their legacy through investments. Malaysian Gen Zs prefer low-risk, steady options like insurance products (33%), while their Singaporean counterparts opt for higher-risk, higher-return investments like stocks (57%).

Malaysian Gen Z's Current Investment Tools



Singaporean Gen Z's Current Investment Tools



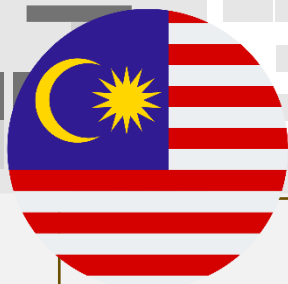


Gen Z Financial Health Survey

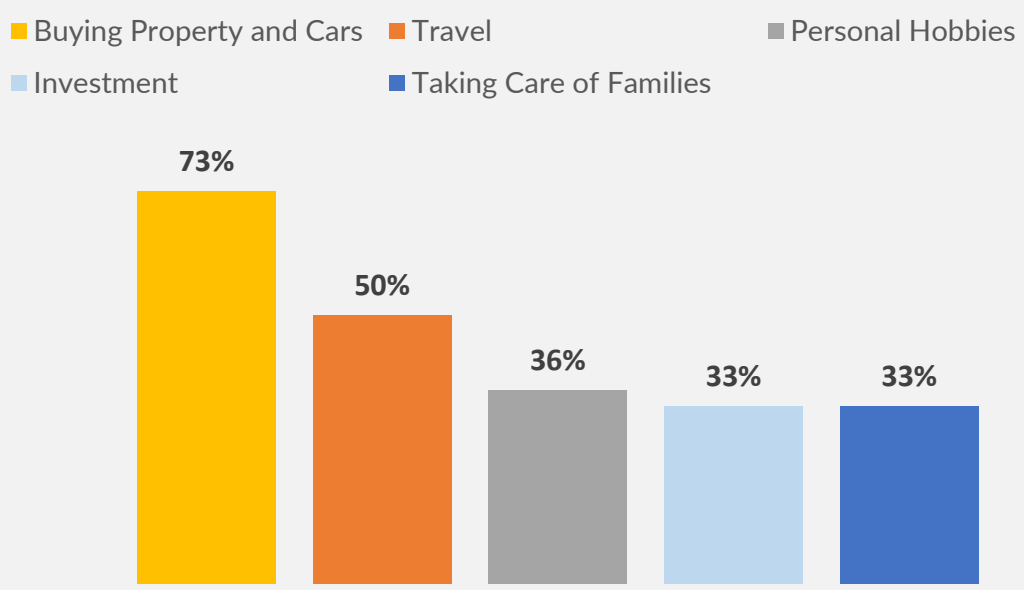
Studies show that young people in both Malaysia and Singapore are proactively working towards their financial goals. However, their methods differ, likely due to varying priorities in how they spend their money.



For example, in the short term, Malaysian youngsters prioritize purchasing property and cars (73%), followed by travel (50%) and indulging in personal hobbies (36%).



Malaysian youngsters' spending priorities





Gen Z Financial Health Survey

In contrast, Singaporean youngsters, driven by different geographical needs, prioritize self-rewards such as traveling, with 52% citing it as their top priority. Close behind are building their legacy through investments (49%) and purchasing property and cars (35%).



Singaporean youngsters' spending priorities

