



money savvy | **Generation**



# Custom Content Profile

## Our Clients





# *The* Money Savvy Generation



**Poor financial decisions can have a long-lasting impact on individuals, their families and society. The causes of the recent financial crisis were complex, but the lack of financial literacy was certainly one of the aggravating factors leading to ill-informed decisions on home loans. Low levels of financial literacy have also been associated with a lower standard of living, decreased psychological and physical well-being and greater reliance on government support.**

Financial education can make a difference. It can empower and equip people with the knowledge, skills and confidence to take charge of their lives and build a more secure future for themselves and their families. Supporting financial education can be viewed by the main public, private and civil stakeholders as a critical long-term investment in human capital.



Coming off the back of the highly successful launch of Money Savvy Kids and being made a finalist at the Mondato Summit Africa 2016, Money Savvy Kids is proud to introduce to you it's big brother, The Money Savvy Generation, or MSG.

Where Money Savvy Kids catered primarily to the youth market to address the glaring lack of financial knowledge in our education systems, The Money Savvy Generation seeks to broaden its spectrum and spread its net to include a wider target audience.

It's time to put an end to financial ineptitude. Where Money Savvy Kids entrenches good financial habits from day one, The Money Savvy Generation will work hard to undo past mistakes, learn from them and move our nation forward as a population of sound-minded, financially able citizens.

While Money Savvy Kids will put an end to financial illiteracy cycle, starting with our kids, The Money Savvy Generation will help those in our generation. We're talking about those who are in dire need of financial guidance and education to stop making the wrong decisions and start making their way to financial freedom, as well as those who know what needs to be done, but would like to further develop their financial literacy. Remember, we don't promise to make you rich, but we do promise to help keep you rich.

**South Africa is a buy-now, pay-later society. The effects on people's financial literacy are thus characterized by the same behaviour patterns as parents and society as a whole. These are high credit and high consumer behaviour with very little savings, and in turn high social risk behaviour. MSK is working to change this disastrous pattern.**



**Our partner Mainmutimedia** a full-service advertising agency that has been servicing blue chip clients since 2010 works hand in hand with Money Savvy teams to create custom financial literacy content for corporates. We can create content on any platform namely: Book format, USSD string, Mobisite, video, online training platforms, Virtual reality video and in App.

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