

## The Simple Sum Releases *What's Keeping You Broke? An Illustrated Guide to Financial Freedom*

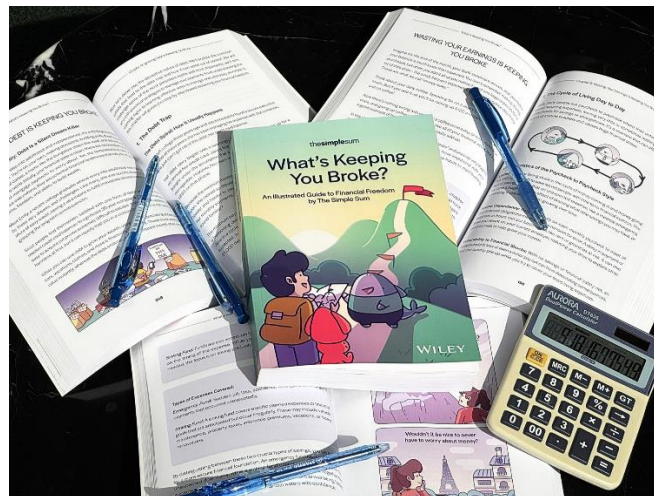
Currently with more than 1,000 pre-orders worldwide

**Singapore, 28 October 2024** – The Simple Sum, a Singapore-headquartered financial literacy platform, today releases its first book titled *What's Keeping You Broke? An Illustrated Guide to Financial Freedom*.

*What's Keeping You Broke?* simplifies complex financial concepts, offering an engaging, practical guide to managing personal finance through The Simple Sum's signature colourful illustrations. It helps readers identify hidden forces undermining their financial goals and provides actionable tips to manage their money better. With examples, quizzes, and templates, it equips readers with the tools to improve financial literacy, build financial resilience, and ultimately achieve financial independence.

With more than **1,000 pre-orders** already received globally, *What's Keeping You Broke?* is set to be a hit among those looking to build better financial habits.

A Book Talk event will take place on **Saturday, 9 November 2024** at 2pm @ **Kinokuniya Takashimaya** in Singapore, where attendees will receive exclusive, limited-edition stickers featuring punny personal finance tips created by The Simple Sum and stand a chance to be drawn as a comic illustration in The Simple Sum's signature style.



Book cover and snippets of *What's Keeping You Broke?*

The book is now available online on Amazon, Lazada and Shopee, as well as Kinokuniya and Popular bookstores across Singapore, Malaysia, The Philippines, Thailand and Indonesia.

**Shirley Crystal Chua, Founder of The Simple Sum**, said, "Personal finance is a lifelong journey, and it's crucial for everyone to see money as a tool for improving lives and unlocking dreams – not as a source of anxiety. Financial literacy is essential, it's a must-have and not a good-to-have, especially for young adults

navigating today's world. While we focus on empowering those aged 18-35, the fundamentals of personal finance covered in the book and The Simple Sum's platforms are a valuable reminder for all generations."

Some of The Simple Sum's recent partnerships included:

- Working with *FRANK by OCBC* to help young adults enhance their financial literacy, offering insights on budgeting, investing, and spending goals through workshops, comics, articles and interactive events. The bank also offered its new cardmembers two limited-edition debit card designs with The Simple Sum characters.
- Working with *Temasek* and *The Financial Times* for a youth-focused financial literacy campaign in Singapore, as part of Temasek's 50th anniversary celebration. The Simple Sum created the clues, content and comics for five key modules of the challenge – Save, Invest, Learn, Earn, and Debt. The challenge saw more than 1,300 participants and eventually 70 finalists presented their ideas on improving financial literacy for young people and schools at the Finals.

Founded and headquartered in Singapore, The Simple Sum is currently present in five countries in Southeast Asia, including Brunei, Indonesia, Malaysia, and the Philippines, with more than 740,000 followers.

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### **About The Simple Sum**

The Simple Sum is a purpose-driven financial literacy platform that empowers young adults to achieve financial independence. We simplify complex financial concepts into easy-to-digest, bite-sized pieces through our signature comics, infused with a unique blend of humour and practical advice, making learning about money simple, engaging, and educational.

Our content spans articles, comics, events, and books – the first one to be launched later this year. All of these are designed to equip our community with the tools they need to improve financial literacy, build financial resilience, and ultimately attain financial independence.

With a vision to help our community start financial independence young, we are currently building an EdTech platform focused on financial education for children and tweens with curriculum-based teaching and learning, and AI-enabled personalisation.

Founded and headquartered in Singapore, we are currently present in five countries in Southeast Asia, including Brunei, Indonesia, Malaysia, and the Philippines, with more than 740,000 followers.

For more information on the book and event, visit [thesimplesum.com](https://thesimplesum.com)