



Citi Foundation



Press Release

For immediate release

Citi Indonesia and Bank DKI Collaborate to Provide Financial Education for Children through The Adventure of Agent Penny Program

Jakarta, 10 November 2015 – Citi Indonesia and Bank DKI affirmed its commitment to increase the financial literacy level of elementary school students through The Adventure of Agent Penny, an interactive financial literacy education program packaged in fun and attractive format for children, such as comic books and theatrical performances. Today, Citi Peka (an Indonesian acronym for **caring and doing something meaningful**) –an umbrella for all Citi Indonesia’s corporate citizenship activities– in collaborations with Bank DKI, the Jakarta Educational Authority, and Yayasan Mitra Mandiri Indonesia (YMMI), held the an event at Cililitan 02/04 Pagi elementary public school, in East Jakarta. The event marks the culmination of the program for 2014 - 2015.

Elvera N. Makki, Head of Country Corporate Affairs Citi Indonesia said, “The Adventure of Agent Penny is a global initiative and has been held all over the world, including in Indonesia. The program focuses on providing financial education for primary school children. For the last eight years, the program has reached more than 650 schools in Greater Jakarta, 2,300 teachers, 57,900 students between the age of 10-12 years old, 1,000 parents, and involving more than 400 Citi employees as volunteers.” She added, “This financial inclusion program is also in line with the Financial Services Authority (OJK)’s agenda to achieve a financially literate society.”

The program is especially designed to be fun, engaging and interesting for students so that they can better understand the importance of financial management, such as saving money, creating unique piggy banks, to readings of comic books with Agent Penny as the main character (in American currency, penny means cent) as well as theater performance.

Throughout 2015, Citi Peka in collaborations with Teater Koma and Yayasan Mitra Mandiri Indonesia held more than 112 performances in primary schools in Greater Jakarta. These performances passed on the message of wise savings and general money management. Through the collaborations with Bank DKI, a leading regional development banks (BPD) in Indonesia, the program initiated a saving competition, including creating unique piggy banks.

Zulfarshah, Corporate Secretary of Bank DKI, said, “Bank DKI fully supports this financial literacy education program, which has also been Bank DKI’s concern, through several educational programs conducteds, both directly and through the Jakarta Government Program such as the distribution of the Jakarta Smart Card (KJP). This program is also in line with OJK’s financial literacy program that supports the role of banks in running financial literacy programs”. Bank DKI highly appreciates the great partnership with Citi Indonesia and the full support from DKI Jakarta Educational Authority in the saving competition that run smoothly. So through the basic knowledge regarding finance and the students’ experience obtained from this program, we hope that they would possess high awareness towards financial issue at early age and possess the ability to plan their financial future



Citi Foundation



Taking **Fun with Finance “Financially Literate from An Early Age”** as its theme, today’s event offered various activities to raise children’s awareness about the importance of savings such as talk show and market simulation called Happy Market where students learned how to spend their money wisely. They were also encouraged to write their wishes and start saving up their money in order to fulfill those wishes. The event was also a platform to announce winners of savings competition which was held between 28th of September to 23rd of October. During this event, Bank DKI gave each of the three winners of the saving competition a Monas saving account worth IDR1,000,000 from the bank and donated IDR4,000,000 for each of 3 elementary schools in appreciation of students’ participation in the savings competition.

“Financial education in Indonesia is yet to be incorporated into the primary school curriculum. Even though financial literacy from an early age will be useful in the future,” said **Gino Latief Sn** – Executive Director of YMMI. “We are honored to be a partner of Citi Peka in organizing the Agent Penny program. Through this innovative and interactive approach, students can learn about the importance of savings and managing their finances at an early age in a fun and interactive way.”

During the eight years of collaboration between Citi Peka and YMMI, Teater Koma has performed The Adventure of Agent Penny 550 times in more than 650 primary schools. Through this program, more than 20,000 interactive children friendly comic books on financial education were distributed. Not only that, the Agent Penny site has been visited by more than 300,000 visitors and has 5,000 followers in its Facebook fan-page.

The accomplishment of this program also reflected by Citi’s achievement to obtain an award as the Best Social Campaign for PR Program of the Year held by Mix Magazine.

“This achievement is a result of a strong collaboration and cooperation amongst all parties, including students, teachers and parents. We are very grateful for the great collaboration between us. We hope that the Agent Penny program will inspire more children to be financially wiser for a better future,” Elvera concluded.

About Citi Indonesia

Citi Indonesia is a branch of and is fully owned (100%) by Citigroup, Inc – New York, USA. In Indonesia Citi has been established since 1968 and become one of the largest foreign banks in the country. Citi operates through 20 branches in six major cities – Jakarta, Bandung, Surabaya, Semarang, Medan, and Denpasar. Citi has one of the largest customer payment networks in the nation with more than 33,000 payment points and one of the largest corporate distribution networks in the country with 4,800 locations across 34 provinces.

In 2014-2015 Citi has received various awards and recognitions including “Best Foreign Bank in Indonesia” from Global Banking & Finance Review, “Best Tax Payment Bank in Indonesia” from KPPN VII Kantor Pajak Indonesia, “Best Service Provider - Transaction Bank” from The Asset Magazine, “Best Foreign Bank in Indonesia” from Alpha



Citi Foundation



Southeast Asia, “Best Wealth Management in Indonesia” from The Asian Banker, “Best Consumer Digital Bank (Indonesia)” from Global Finance Magazine and “Best Bank in Digital Services” from Tempo Media.

For digital banking experience, please visit: www.citibank.co.id

About Citi Peka

Established in 1998, Citi Peka (an Indonesian acronym for Peduli and Berkarya) is an umbrella for all Citi Indonesia’s corporate citizenship activities funded by Citi Foundation. Citi Peka focuses on empowerment program and appreciation to micro entrepreneur and micro finance institutins; increasing the capacity of youth entrepreneur; as well as building financial capacity for students, farmers, and women at mature age in the operational area of citi Indonesia.

For more than 15 years, Citi Peka has partnered with more than 31 organizations to conduct 23 programs with total funds USD8 Million, and successfully reached over 800,000 individuals. With its “More than Philanthropy” value, Citi Peka has involved more than 2,000 of its employees to volunteer in several corporate citizenship activities held by Citi Peka

About Bank DKI

Bank DKI commonly known as a regional development bank is a bank whose shares are 99.97% owned by Jakarta capital city government and 0.03% owned by PD Pasar Jaya. Bank DKI serves various types of services and both conventional and Islamic services ranging from product funds, namely current accounts, Monas saving, Simpeda saving, saving and time deposits, also serves various types of loans and start financing Investment Loans, Working Capital Loan, Loan Multipurpose, KPR Griya monument, as well as various credit for SMEs such as KUMK monument, Monas 25 Monument 75, Monas 500 and People's Business Credit (KUR), and various other credits.

About Yayasan Mitra Mandiri Indonesia (YMMI)

Yayasan Mitra Mandiri Indonesia (YMMI) was established in 1995 and is an affiliation of United Way Worldwide. This Non-Governmental Organization is a non-profit foundation, non-political and non-sectarian engaged in the field of education, health and economic improvement in the society. Until today, Yayasan Mitra Mandiri Indonesia programs are still running in Jakarta, West Java, Central Java, East Java, Bali, North Sumatra, Aceh, Bengkulu and NTT. In this seminar program, YMMI is responsible for connects Citi, with Youth Finance Indonesia, and schools.

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