

## Citi Indonesia Facebook: Presenting the Experience and Financial Literacy through Social Media

- *Citi's commitment to be The Bank of the Future is strengthened with the launch of Citi Indonesia Facebook, through which customers can have an access to financial literacy and market outlooks by means of features such as live chats, short video discussions, and video sharing*
- *Citi Indonesia Facebook presents its inspirational content in the following five main pillars: Progress Makers, Citi Understands You, Drive Engagement, We Are Global yet So Close, and Your Ticket to Banking Experience*
- *Citi Indonesia Facebook strengthens Citi's presence in the digital platform named Global Mobile, which offers distinctive Internet Banking and Mobile Banking facilities for its customers. To Citi, "Digital means Mobile".*

**Jakarta, 29 July 2016** – This evening, Citi Indonesia officially launched Citi Indonesia Facebook as part of its digital banking strategy. The launch signifies Citi's commitment to get closer to its customers through social media platform which reinforces Citi's positioning to be The Bank of the Future. On Citi Indonesia Facebook, customers can have an access to financial literacy and market outlooks by means of features such as live chats, short video discussions, and video sharing

Across the world, nearly 5 billion people are using mobile phones. That's two and a half times more than the number of bank accounts. ASEAN consumers are increasingly moving online, with mobile penetration of 110 percent and Internet penetration of 25 percent across the region. Its member states make up the world's second-largest community of Facebook users, behind only the United States<sup>1</sup>.

Furthermore, Indonesia boasts the sixth highest number of Internet users in the world<sup>2</sup> and the fourth highest in Asia, with 85% of access to the Internet being done via mobile phones<sup>3</sup>. Indonesia alone is the fourth largest market in the world for Facebook, with more of men's accounts than women, except in the age of 18-24 commonly known as millennials, where women's accounts outnumber men (51% : 44%).

**CEO Citi Indonesia Batara Sianturi** stated, "The launch of Citi Indonesia Facebook shows our commitment to innovate continuously and make use of our expertise in digital banking. The presence of Citi Indonesia Facebook is expected to help customers in enhancing their financial

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<sup>1</sup> Mckinsey & Company, Understanding ASEAN: Seven things you need to know, May 2014

<sup>2</sup> Ministry of Communications and Information Technology

<sup>3</sup> Survey conducted by the Association of Indonesian Internet Service Providers (APJII), UI Communications Studies Center 2015



literacy as well as to perform banking activities through social media by utilizing the five pillars available on our Facebook page.”

The emergence of Citi Indonesia Facebook represents Citi’s determination to interact with and reach out to social network users by promoting the following five major pillars:

**1. Progress Makers**

Citi empowers people to progress together, through *Progress Makers Corner* and *Community Highlights*.

**2. Citi Understands You**

Citi promotes five themes that correspond to the lifestyles of our customers, namely #CITICulinary, #CITIShopping, #CITITravel, #CITILife and #CITITips.

**3. Drive Engagement**

Citi invites its customers to participate in a variety of digital activities, such as *Webinar* (live chats and short video discussions), quizzes, as well as inspirational talks.

**4. We Are Global yet So Close**

Interesting information is presented about Citi around the world.

**5. Your Ticket to Banking Experience**

Citi presents banking experiences through Facebook such as a *Rewards Point Calculator* and *Online Acquisitions*.

**Batara Sianturi** concluded, “Mobile banking becomes an integral part of Citi customers’ lifestyle locally and across the globe. By promoting the concept of ‘*Digital means Mobile*’, we really hope that Citi Indonesia Facebook will bring us closer to our customers. We truly believe that the services and information that we provide on this Facebook page will give added value and benefits to our customers, in relations to their lifestyles and the need to access the latest financial information, through innovative features including live chats, short video discussions, and video sharing.”

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### Overview of Citi Indonesia

Citi Indonesia is a fully-owned subsidiary of Citigroup, Inc – New York, USA. Citi has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citi operates 11 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citi also has one of the largest consumer transaction networks with 33,000 payment points and one of the largest corporate distribution networks with 4,800 locations in 34 provinces.

Established in 1998, *Citi Peka* (Citi Cares and Creates) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. *Citi Peka* focuses on empowerment programs and the presentation of awards to entrepreneurs and microfinance institutions. It also seeks to enhance the abilities of young entrepreneurs, as well as to develop the financial capacities of school-age children, farmers and mature aged women in the operational areas of Citi Indonesia. For more than 17 years, *Citi Peka* has partnered with over 31 organizations to implement 23 programs with funding of more than US\$ 8 million which has reached more than 800,000 individuals. Guided by the principle of "More than Philanthropy", *Citi Peka* involves more than 90% of Citi employees as volunteers in various community activities.

In 2016, Citi Indonesia received an award from the Triple-A Asset Awards as **the Best Digital Bank** as well as from Finance Asia as **Best Foreign Bank in Indonesia**. Over the course of 2015, Citi received various awards including **Best Foreign Bank** in the Triple A Asset Awards, Best Tax Payment Bank in Indonesia from Treasury Office VII of the Indonesian Tax Office, **Best Service Provider - Transaction Bank** from The Asset Magazine, **2015 Service Quality Award** from Service Excellence Magazine in collaboration with Carre – the Centre for Customer Satisfaction & Loyalty (Carre CCSL), **Best Foreign Bank in Indonesia** from Global Banking & Finance Review, and **Best Consumer Digital Bank in 2015 (Indonesia)** from Global Finance Magazine. Further information can be obtained at: Website: [www.citigroup.com](http://www.citigroup.com) | Twitter: [youtubeciti](https://twitter.com/youtubeciti): [www.youtube.com/citi](https://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citiindonesia](https://www.facebook.com/citiindonesia) | LinkedIn: [www.linkedin.com/company/citi](https://www.linkedin.com/company/citi)

To enjoy a digital banking experience, please visit [www.citibank.co.id](http://www.citibank.co.id).

## PHOTO GALLERY



Citi Indonesia officially launched Citi Indonesia Facebook as part commitment to innovate continuously and make use of our expertise in digital banking. The presence of Citi Indonesia Facebook is expected to help customers in enhancing their financial literacy as well as to perform banking activities through social media by utilizing the five pillars available on our Facebook page. On the picture **CEO Citi Indonesia Batara Sianturi** and **Head of Facebook Indonesia Sri Widowati** during the launched of 'Citi Indonesia Facebook' held on Thursday (28/7) at OnFive, Grand Hyatt Hotel Jakarta