



SIARAN FOTO

50 Asia's Woman Leader

Singapore, 4 August 2016 – *Country Head of Corporate Affairs Citi Indonesia, Elvera N. Makki* receives a citation as one of 50 Asia's Woman Leader from the 7th CMO Asia Awards for Excellence in Branding and Marketing, held today at Pan Pacific Hotel, Marina Square, Singapore.

The selection process was intensely done through research by a Jury comprising of senior leaders, researchers and academicians across the globe. The criteria adopted in preparing the listing is based on track record, performance, and achievements of the candidates, which include *Strategic Perspective, Future Orientation, Compliance, integrity and ethics, Ability to foster Sustainability, and Marketing Competencies*.

Elvera joined Citi Indonesia as *Country Head of Corporate Affairs* in August 2015. With this role, Vera oversees the Corporate Affairs function, which includes media relations, executive and internal communications, citizenship and corporate events. Vera is a member of Citi Indonesia Management, as well as *Business Risk Compliance and Control, and Business Coordinating Committee*.

Vera earned *Accredited Business Communicator* from International Association of Business Communication (IABC) headquartered in San Francisco, US, in 2010. She is also one of SWA Indonesia Young Women Future Business Leaders in 2011. Vera has a *passion* in education. In 2009, she established Taman Baca Anak Lebah (Bee Children Reading Garden), a non-profit initiative with a mission to instill a love of reading starts at early age. One of the key focuses is providing an access and opportunity to read books, for children residing in neglected part of eastern Indonesia.

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About 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 won **"The Best Digital Bank"** from the Triple A Asset Awards, **"The Best Foreign Bank in Indonesia"** from Finance Asia, and **"The Best Foreign Bank"** from Alpha Southeast Asia. Throughout 2015, Citi received various awards including **Best Foreign Bank in Indonesia** 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 for Service Excellence Magazine in collaboration with Carre – the Centre for Customer Satisfaction & Loyalty (Carre CCSL), Best Foreign Bank in Indonesia by Global Banking & Finance Review, Best Consumer Digital Bank in 2015 (Indonesia) from Global Finance Magazine. Further information can be obtained at: Website: www.citigroup.com | Twitter: [citi](https://twitter.com/citi) | Youtube: www.youtube.com/citi | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citiindonesia | LinkedIn: www.linkedin.com/company/citi

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