



Photo Release

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## **Citi Named Best Employee Volunteering Program and Indonesia's Top Ten Best Corporate Social Initiatives**

**Jakarta, 26 September 2016** – Citi Indonesia (known as Citibank N.A.) made another landmark achievement with its latest award as **Best Employee Volunteering Program** for "**Global Community Day 2016 - Keep it Cool!**". In addition to this award, Citi Indonesia was also honored as **Indonesia's Top Ten Best Corporate Social Initiatives** in **Social Campaign** category for the "**Citi Clean-up Community**" program from Mix magazine. The awards are given to companies that care towards the communities and environment in an effort to build a better Indonesia through various initiatives.

**CEO Citi Indonesia Batara Sianturi** stated, "We are proud to receive this award, it is evidence that Citi Indonesia's corporate citizenship has a positive impact towards the environment and society. Under the umbrella of Citi Peka, our activities are in line with Citi's mission of enabling growth and progress, including for the people in need."

**Global Community Day 2016 - Keep it Cool!** Is a one day activity where Citi Indonesia employees work together to cool down the planet earth due to climate change and global warming. On that day, every employee joined Fun Walk and Freeletics, converted the energy into the form of donation through The Nature Conservancy in protecting the coral reefs in Derawan Islands, East Kalimantan. While **Citi Clean-up Community** is an activity that focuses on urban transformation, encouraging Jakarta's younger generation to care for the environment by converting waste into economically valuable goods. This program was collaboratively performed together with YCAB Foundation, *Do Something Indonesia* community, and Greenation Indonesia.

**Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki** said, "In carrying out social activities, our approach is more than philanthropy. That is, we are not only disbursing funds but also taking charge in the programs and engaging with the beneficiaries. At Citi, we encourage employees to volunteer their time, energy, and expertise as to help implement these social programs. "

Citi Peka has entered the 18th year since it was formed in 1998. As of now, Citi Peka has partnered with 56 NGOs, run 34 programs, and disbursed more than USD10million in grants. Various voluntary activities are continuously carried out involving 90% of Citi Indonesia employees.

**Photo 1**



**Jakarta, 26 September 2016** – Citi Indonesia was awarded **Best Employee Volunteering Program Award** for "Citi Global Community Day - Keep It Cool!" and the **Top Ten Indonesia's Best Corporate Social Initiatives** in the Social Campaign category for "Citi Clean-up Community" from Mix magazine. The awards are given to the companies that have shown social responsibilities to its surrounding environment and contribution in building a better Indonesia through its social initiatives. The Citi Global Community Day program, involved more than 2.500 Citi Indonesia employees to participate in Fun Walk and Freeletics, where the energy generated from these activities was converted to support the coral reefs conservation efforts conducted by The Nature Conservancy (TNC) Indonesia in the island of Derawan, East Kalimantan. Shown in the picture (left to right) **Representatives Jury and Strategic Marketing & Humanistic Management Expert Godo Tjahjono** handing the award to **Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki**.

**Photo 2**



**Jakarta, 26 September 2016** – Citi Indonesia made another landmark achievement in its program towards the environment and communities of Indonesia. Citi Indonesia was awarded **Best Employee Volunteering Program** for “Citi Global Community Day – Keep it Cool!” and the **Top Ten Indonesia’s Best Corporate Social Initiatives** in Social Campaign category for “Citi Clean-up Community” from Mix magazine. Global Community Day is a reflection of Citi’s commitment in the fight against climate change as outlined in Citi’s sustainability strategy with the theme “Stand for Progress – Keep it Cool!”, over 2,500 Citi Indonesia employees and families contribute towards the coral reef conservation in the island of Derawan. Shown in the picture: 2<sup>nd</sup> from left - **Chief Editor of SWA Group Kemal Gani**; 3<sup>rd</sup> from left - **Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki** and Corporate Affairs team who are fully responsible for all Citi Peka initiatives.

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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 and microfinance institutions. It also seeks to enhance the abilities of young , 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 U\$ 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 has received various awards, including in the Triple-A Asset Awards and from Global Finance as **The Best Digital Bank**, from Finance Asia and Alpha Southeast Asia as the **Best Foreign Bank in Indonesia**, from SWA Magazine as one of the **Best Companies in Creating Leaders from Within**, from Warta Ekonomi magazine for **Best Digital Innovation Award for Banking in the Category of Top 1 Foreign Bank**, from Global Finance as **Best Digital Corporate/Institutional Bank**, from Euromoney at the Asian level of **Best Bank for Transaction Services in Asia**, as well as from Mix magazine in the Best Corporate Social Initiative 2016 as **Best Employee Volunteering**. Over the course of 2015, Citi also 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: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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