



PRESS RELEASE

For Immediate Publication

Citi Talks: More than Philanthropy for Indonesia

- *Grants worth USD 850,000 is distributed for the period of 2016 - 2017*
- *Citi Peka (**P**eduli dan **B**erkarya – Care and Create Something Impactful) focuses on 3 pillars: financial inclusion, youth economic opportunities and urban transformation.*
- *Signature Programs includes Citi Microentrepreneurship Awards (CMA) and Pathways to Progress*

Jakarta, 8 November 2016 – Citi Indonesia, under the umbrella of Citi Peka (Peduli dan Berkarya – Care and Create Something Impactful), announced the provision of grants worth USD 850,000 from the Citi Foundation to three non-profit organizations, namely UNESCO, Prestasi Junior Indonesia (Junior Achievement Indonesia) and Mercy Corps Indonesia, in Jakarta on Tuesday (8/11). These funds are to be used to support the implementation of social programs in the period of 2016 - 2017 which focus on financial literacy, youth economic opportunities as well as empowerment and awards for micro-entrepreneurs and micro-finance institutions.

Kusumaningtuti S. Soetiono, OJK Commissioner in charge of Consumer Education and Protection, stated, "Through Citi Peka, Citi Indonesia has shown its seriousness in becoming a financial partner to the public. They have reached out across generations to promote financial literacy programs and have also staged micro-entrepreneurship competitions. We think that these are the right moves to create a strong society that is financially savvy and economically independent, while also nurturing in people a strong perseverance to achieve better economic welfare." In Indonesia, she added, in the era of the ASEAN Economic Community, the growing number of entrepreneurs poses a challenge that must be addressed with initiatives from various parties, including financial industry players. OJK hopes that Citi Indonesia's initiatives to embrace social responsibility, as manifested in Citi Peka, will have a significant impact on the progress of the national economy.

Batara Sianturi, Citi Indonesia CEO said, "The existence of Citi as a global bank is not only demonstrated through its provision of first-rate banking products and services to our customers. For more than 18 years, Citi Indonesia has also actively contributed to improving financial literacy and helping to provide better economic opportunities to people all across Indonesia by means of a variety of community programs that we have initiated."

As of now, Citi Peka has already disbursed USD 10 million in grants. "Funds are disbursed on a regular basis each year through programs that are well planned and structured in order to have an optimal impact on their beneficiaries," explained **Elvera N. Makki, Country Head Corporate Affairs Citi Indonesia**. "Over 18 years, we have worked with 56 institutions and organized 34 community programs throughout Indonesia. We have espoused the principle of *More than Philanthropy*. This is reflected in the variety of programs carried out in which beneficiaries not only get financial assistance, but also learn



competencies and skills that they can use for their future advancement and which support enhanced economic opportunities,” continued **Vera**. There are also Citi’s employees who join as Citi Volunteers, spend their time and energy, also share their knowledge, experience and expertise by getting directly involved in these community programs.

Together with UNESCO, Citi Peka plans to concentrate activities aimed at empowering the younger generation at five locations of heritage sites in Indonesia (Lake Toba/Samosir Island in North Sumatra, Borobudur, Prambanan, Klaten, and Yogyakarta). In parallel, Citi Peka also regularly introduces financial concepts at an early age to kids and high school students, by teaming up with Prestasi Junior Indonesia (Junior Achievement Indonesia) in conducting the programs ‘Agen Penny’ and ‘Student Company’. Meanwhile, in the spirit of entrepreneurship, Mercy Corp has partnered with Citi Indonesia to implement ‘Citi Microentrepreneurship Awards’ program, as well as the ‘FEED Mobile’ (Financial Education & Empowerment Goes Digital and Mobile) program in support of urban transformation. “Digitization has become an integral part of Citi’s business. This extends to our Citi Peka social initiative in which a Digital Financial Literacy program has been initiated,” added **Vera**.

As its key speaker, the talkshow “Citi Talks: More than Philanthropy for Indonesia” featured **Trenggalek Regent, Emil Elestianto Dardak** who spoke about the importance of synergy between corporations and the government in facilitating a financial literacy and entrepreneurship movement. “Citi Peka features comprehensive and integrated programs related to issues that focus on sustainable development in Indonesia today. The concern and work that emanate from these programs can serve as a model for numerous institutions in implementing other philanthropic programs. Education is an important foundation for the establishment of a prosperous nation. These programs help to create a resilience which can sustain the economic development of various sectors,” explained **Emil** who previously headed the financial institution Indonesia Infrastructure Finance (IIF). **Emil**, a graduate of the Melbourne Institute of Business and Technology, is also renowned as one of the youngest doctors of economic development from Ritsumeikan Asia Pacific University, Japan, thanks to a scholarship he received at the age of 22. **Emil** is also currently Vice Chairperson of the Association of Regency Governments in Indonesia which encompasses more than 400 areas under its auspices.

“We hope that through these collaborations with our trusted partners, the active participation of our employees, as well as the support of all other relevant parties, the Citi Peka movement will become a driver of the creation of a financially literate society with a highly entrepreneurial spirit which has a meaningful impact to the lives of Indonesian society.” said **Batara** in closing.

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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 10 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 18 years, *Citi Peka* has partnered with over 56 organizations to implement 34 programs with funding of more than U\$ 10 million which has reached more than 1 million 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 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 | Twitter: @citi | Youtube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citiindonesia | LinkedIn: www.linkedin.com/company/citi

To enjoy a digital banking experience, please visit www.citibank.co.id

GALLERY PHOTO

Photo 1



The existence of Citi as a global bank is not only demonstrated through its provision of first-rate banking products and services to our customers. For more than 18 years, Citi Indonesia has also actively contributed to improving financial literacy and helping to provide better economic opportunities to people all across Indonesia by means of a variety of community programs that we have initiated. As mentioned by **CEO Citi Indonesia Batara Sianturi** during his opening remarks of 'Citi Talks: More Than Philanthropy for Indonesia' which held today in Jakarta. As of now, Citi Peka has already disbursed USD 10 million in grants on a regular basis each year and worked with 56 institutions and organized 34 community programs throughout Indonesia.

Photo 2



Citi Indonesia, under the umbrella of Citi Peka (Peduli dan Berkarya – Care and Create Something Impactful), announced the provision of grants worth USD 850,000 from the Citi Foundation to three non-profit organizations, namely UNESCO, Prestasi Junior Indonesia (Junior Achievement Indonesia) and Mercy Corps Indonesia, in Jakarta on Tuesday (8/11). These funds are to be used to support the implementation of social programs in the period of 2016 - 2017 which focus on financial literacy, youth economic opportunities as well as empowerment and awards for micro-entrepreneurs and micro-finance institutions. On the picture (left to right) **Trenggalek Regent Emil Elestianto Dardak**, **Country Director Mercy Corps Indonesia Jenifer Bielman**, **Director & Representative UNESCO Prof. DR. Shahbaz Khan**, **CEO Citi Indonesia Batara Sianturi**, **Management Advisor Prestasi Junior Indonesia Robert Gardiner** along with **OJK Commissioner in charge of Consumer Education and Protection Kusumaningtuti S. Soetiono** and also **Country Head Corporate Affairs Citi Indonesia Elvera N. Makki** during the giant cheque signing ceremony of Citi Peka grants 2016 – 2017 period.

Photo 3



On the picture (left to right) **Trenggalek Regent Emil Elestianto**, **CEO Citi Indonesia Batara Sianturi**, **OJK Commissioner in charge of Consumer Education and Protection Kusumaningtuti S. Soetiono** and **Country Head Corporate Affairs Citi Indonesia Elvera N. Makki**

Photo 4



Citi held an interactive discussion with the theme “Youths Role in Indonesia’s Economic Growth” which is moderated by (left to right) **Country Head Corporate Affairs Citi Indonesia Elvera N. Makki** and attended by keynote speaker **Trenggalek Regent Emil Elestianto Dardak** **Director & Representative UNESCO Prof. DR. Shahbaz Khan** and **Program Officer UNESCO Ardito M. Kodijat**. To established economic opportunity for youth generation is one of the focuses of corporate citizenship program from Citi Indonesia through Citi Peka. Moreover, Citi Peka has espoused the principle of *More than Philanthropy* and reflected in the variety of programs carried out in which beneficiaries not only get financial assistance, but also learn competencies and skills that they can use for their future advancement and which support enhanced economic opportunities