



PRESS RELEASE

For Immediate Publication

Citi Supports Indonesian Women to be More Financially Independent and Prosperous

Citi Peka has provided financial education to more than 4,500 women in 6 provinces in Indonesia

Jakarta, 23 November 2016 – Based on data from the Financial Services Authority (OJK) in 2013, the level of financial literacy of women was lower than that of men, with figures of 19% and 25% respectively. This stands in stark contrast to the fact a majority of Indonesian families, 51%, have their financial management performed by women. In light of this, Citi Indonesia - under the auspices of its social program called Citi Peka (Peduli dan Berkarya/Cares and Works) - together with its executive partner, the Center for Women's Resource Development Association/Asosiasi Pusat Pengembangan Sumberdaya Wanita (PPSW), has initiated a financial education program for women in Indonesia. Through this program, marginalized women who live in both rural and urban areas are encouraged to become more financially independent, especially in preparing for their old age.

Anggar B. Nuraini, Deputy Commissioner for Education and Consumer Protection at the Financial Services Authority of the Republic of Indonesia said, “Financial literacy is an important factor in improving the welfare of communities. Women, who generally control the family finances, require some additional guidance to improve their knowledge of financial management, which in turn will make them more financially savvy and independent. Citi, as one of the leading financial institutions in Indonesia, has consistently sought to demonstrate its concern and commitment to the welfare of society by enhancing financial literacy. This is in line with the National Strategy for Financial Inclusion launched by the government, and the National Strategy for Financial Literacy - SIKAPI, initiated by the OJK, both of which strive to improve people's knowledge, confidence and skills in better managing their finances.”

Batara Sianturi, Chief Executive Officer of Citi Indonesia stated, “We are committed to becoming a financial partner for the public, including through our social program Citi Peka (Citi Cares and Works). The initiatives we have undertaken over the past 18 years have provided support across generations, and across industries and professions, especially in education, financial literacy and financial inclusion.”

Meanwhile, **Elvera N. Makki, Country Head of Corporate Affairs of Citi Indonesia** stressed the importance of ongoing support for marginalized women in Indonesia, “Data shows that women in Indonesia make up almost 50% of the country's total population, but are less likely to gain access to financial institutions in terms of saving money, especially in the lower middle income economic group. Yet when women have their economic capabilities strengthened, many benefits can be seen for the women themselves and their families, as well as for national economic growth.”



From 2010 – 2016, Citi Peka and the PPSW Association organized financial education programs for more than 4,500 marginalized women across 6 provinces in Indonesia, namely Aceh, Banten, DKI Jakarta, West Java, West Kalimantan and Riau. These programs were also supported by Citi employees who joined *Citi Volunteers*, through which they become personally involved by spending their time and energy, and giving their thoughts as a way of sharing their knowledge, experience and expertise in financial management.

“Marginalized women in Indonesia have the potential to contribute to their country's economic development. Through this financial education program for women supported by Citi Peka, beneficiaries can serve as role-models for other women who are keen to explore their potential and hone their financial management abilities. In addition, through this program, women have the opportunity to expand their knowledge and obtain guidance and counseling aimed at ensuring their financial independence,” explained **Museptryena SE, Chairwoman of the Governing Body of the PPSW Association.**

“We hope that this financial education program will be useful for Indonesian women, as well as inspire more women to be more confident and acquire greater economic strength. This, of course, begins with strong basic financial education. More broadly, we expect the Citi Peka movement to drive the creation of a financially literate society while providing a meaningful impact on the economy of Indonesia and the lives of ordinary Indonesians,” said **Elvera** in closing.

Citi Indonesia and the PPSW Association also took the opportunity to hold a discussion forum on projected challenges and solutions for women in preparing for a prosperous old age, under the theme “Creating Financially Independent and Prosperous Indonesian Women”. This forum featured the following four speakers: **Dr. Endang Diarty, Head of the Department of Promotive and Preventive Management at the Healthcare and Social Security Agency (BPJS Kesehatan), Eko Ariantoro, Director of the Development of Financial Inclusion at the Financial Services Authority (OJK), Dr. Ir. Herien Puspitawati M.Sc., Lecturer and Researcher in the Department of Family and Consumer Sciences, Faculty of Human Ecology, Bogor Agricultural Institute (IPB), and Dr. Ir. Ardhi Santika MS, SH, Chairperson of the Supervisory Board of the Svastivarna Foundation.**

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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 US\$ 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

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PHOTO GALLERY

Photo 1



Citi Indonesia is committed to becoming a financial partner for the public through its social program Citi Peka (Citi Cares and Works). **Elvera N. Makki Country Head of Corporate Affairs at Citi Indonesia** in her opening remarks at the discussion forum stressed the importance of ongoing support for marginalized women in Indonesia. Data shows that women in Indonesia make up almost 50% of the country's total population, but are less likely to gain access to financial institutions in terms of saving money, especially in the lower middle income economic group. Yet when women have their economic capabilities strengthened, many benefits can be seen for the women themselves and their families, as well as for national economic growth.

Photo 2a and 2b



Citi Indonesia - under the auspices of its social program called Citi Peka (Peduli dan Berkarya/Cares and Works) - together with its executive partner, the Center for Women's Resource Development Association (PPSW), has initiated a financial education program for marginalized women in Indonesia which encourages them to become more financially independent, especially in preparing for their old age. This is in line with the National Strategy for Financial Inclusion launched by the government, and the National Strategy for Financial Literacy - SIKAPI, initiated by OJK. Appearing in the photo are (left to right) **Musepriyena, SE, Chairwoman of the Governing Body of the PPSW Association, Elvera N. Makki, Country Head of Corporate Affairs at Citi Indonesia** along with **Anggar B. Nuraini, Deputy Commissioner for Education and Consumer Protection at the Financial Services Authority, and Eko Ariantoro, Director of the Development of Financial Inclusion at the Financial Services Authority**, on the sidelines of the discussion forum themed “Creating Financially Independent and Prosperous Indonesian Women”.

Photo 3



Marginalized women in Indonesia have the potential to contribute to their country's economic development. Through this financial education program for women initiated by Citi Peka and the Center for Women's Resource Development Association (PPSW), beneficiaries can serve as role-models for other women who are keen to explore their potential and hone their financial management abilities. The forum discussion staged today by Citi Indonesia and the PPSW Association spoke about projected challenges and solutions for women in preparing for a prosperous old age. Appearing in the photo are (left to right) **Dr. Ir. Ardhi Santika MS, SH, Chairperson of the Supervisory Board of the Svastivarna Foundation.**, **Dr. Endang Diarty, Head of the Department of Promotive and Preventive Management at the Healthcare and Social Security Agency (BPJS Kesehatan),** **Eko Ariantoro, Director of the Development of Financial Inclusion at the Financial Services Authority (OJK),** **Dr. Ir. Herien Puspitawati M.Sc., Lecturer and Researcher in the Department of Family and Consumer Sciences, Faculty of Human Ecology, Bogor Agricultural Institute (IPB),** who were all guided by **Dra. Vita Priantina Dewi, MSH Lecturer and Researcher at the *University of Indonesia*** as the moderator.