

PRESS RELEASE

For Immediate Release

Citi Microentrepreneurship Awards (CMA)
***Strengthening Indonesian Micro Entrepreneurs in the Era of the ASEAN
Economic Community***

- *Citi invites Indonesian Micro Entrepreneurs to join world-class entrepreneurship competition “Citi Microentrepreneurship Awards”, which has been held for 12 years in more than 30 countries, including Indonesia*
- *Citi encourages Micro Entrepreneurs to succeed in the era of the ASEAN Economic Community*

Jakarta, Januari 31, 2017 – As part of the ASEAN community, Indonesia should be ready in facing the ASEAN Economic Community (AEC), one of which is through the strengthening of Micro, Small, and Medium Enterprises (MSME). In line to that, Citi Indonesia, through its umbrella theme for its entire social programs Citi Peka, together with its implementing partner Mercy Corps Indonesia, once again held the **Citi Microentrepreneurship Awards (CMA)** for the 12th time. Through this program, Citi Indonesia will search and give awards to the best eight (8) micro entrepreneurs and one (1) appreciation award to the best microfinance institution (MFI) that provides financial facilities services and assistance program in Indonesia.

Batara Sianturi, CEO Citi Indonesia said, “Citi’s mission is to enable economic growth and progress to our clients, including the communities in which we operate. With the *Citi Microentrepreneurship Awards* competition envisioned to competent Indonesian micro-entrepreneurs, the Citi’s signature initiative aimed at raising awareness about the importance of microentrepreneurship and microfinance in supporting the financial inclusion and economic empowerment of low-income individuals.”

Citi Microentrepreneurship Awards was launched in 2005 as one of Citi’s signature initiatives funded by Citi Foundation, headquartered in New York, USA, and has been held for the 12th time in more than 30 countries, including Indonesia. Globally to date, Citi has invested of more than \$18.2 million in microfinance networks and microfinance institutions (MFIs). Through the program, \$9 million has been awarded in cash prizes to more than 6,000 (six thousand) low-income micro-entrepreneurs in various countries, including Indonesia.

Elvera N. Makki, Country Head Corporate Affairs Citi Indonesia stated, “Through social program Citi Peka (*Peduli dan Berkarya* or caring and creating something impactful), Citi is committed to support low-income micro-entrepreneurs and reward those who excel as an effort to increase financial inclusion in Indonesia. This is consistent with the focus of the pillars of our program,

specifically financial inclusion, which is in line with the program launched by the government and the Financial Services Authority, the National Strategy for Financial Inclusion (SNKI). "

Furthermore, Elvera explained, "The awards are given to micro-entrepreneurs who seek to provide sustainable economic prosperity for the family and the surrounding community. In this competition, we also give award to one microfinance institution that has created or implemented innovative financial products as well as provide financial education that is integrated with the financial products offered. "

Within a period of 12 years until now, Citi Microentrepreneurship Awards in Indonesia has attracted more than 5,000 micro business entrepreneurs and has given awards to more than 100 low-income micro-entrepreneurs through grants worth of USD 1,105,000 for this program.

Data from the Central Statistics Agency (BPS) states that micro business entrepreneurs deliver contribution to economic development in Indonesia, which can be seen from the numbers that continue to rise. It is also mentioned that in 2013, there were 2,887,015 micro business resided throughout Indonesia, the number continues to increase where in 2015 reached 3,385,851 micro business units, or rose about 17.3%.¹

"Micro-entrepreneurs have the potential to advance the surrounding environment as well as contributing to the nation's economy. Through *Citi Microentrepreneurship Awards (CMA)*, they can be an example for other micro-entrepreneurs about the potentials and opportunities that they can achieve. In addition, through this event they have the opportunity to obtain a debriefing, counseling, and expanding their network in order to expand their businesses in the future," said **Andi Ikhwan, Program Director Agriculture and Financial Services Mercy Corps Indonesia**.

Registration to participate in the world-class competition *Citi Microentrepreneurship Awards* is open until February 14, 2017. To date, there have been more than 400 registrants and the opportunity is still open for low-income micro-entrepreneur individuals. The registrants will be selected to 50 semifinalists, of which 20 best micro-entrepreneurs will then be chosen as finalists and have the chance to win the eight best micro-entrepreneur awards.

The 2017 CMA Awards will be presented to a group of winners divided into the following 5 (five) categories: (1) Green Microentrepreneur, (2) Agriculture Microentrepreneur, (3) Service Microentrepreneur, (4) Fishery Microentrepreneur, (5) and Creative Microentrepreneur. There are also 3 (three) special awards given to the following: (1) Young Microentrepreneur, (2) Microentrepreneur of the Year, and (3) Best Woman Microentrepreneur. The 2017 CMA judging process will be conducted by a jury made up of members from various backgrounds including academia, financial sector, media, business, and related government institutions.

¹ Data on the Number of Small and Micro Industry Enterprises by Province, 2013-2015, Central Statistics Agency, March 3, 2016

<https://www.bps.go.id/linkTableDinamis/view/id/1004>

Terms and conditions to enter the CMA competition are as follows: (1) micro-entrepreneurs who are customers or members of an MFI; (2) is an Indonesian citizen and has aged over 18 years; (3) has been running the business for at least 2 years; (4) the business registered in the competition is the main source of income; (5) business assets value is maximum of IDR 50 million (excluding land and buildings); (6) lastly, total annual sales or turnover of the business is maximum of IDR 300 million, in accordance with the Law No. 20 of 2008 of Micro, Small and Medium Enterprises (SMEs).

The registration form can be downloaded via social media accounts on Twitter and Instagram @CMA_Indonesia and Facebook CMA.id. Forms can be sent via email: citipeka.indonesia@citi.com and infocma2016@id.mercycorps.org.

"We hope that with the *Citi Microentrepreneurship Awards*, micro-entrepreneurs can improve the qualified business experience and ability, and provide inspirations to other entrepreneurs to have better economic strength, which of course begins first from a strong basic entrepreneurial education.

Furthermore, we hope that Citi Peka movement can enhance financial inclusion in Indonesia and is able to provide meaningful impact to the economy of Indonesia." Batara ended.

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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 (Care & Create Something Impactful) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. Citi Peka focuses on empowerment and awarding programs to microentrepreneurs and microfinance institutions. It also seeks to enhance the abilities of the youth, 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 people. 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 & IG: @citi | www.youtube.com/citi | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citiindonesia | LinkedIn: www.linkedin.com/company/citi

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

About Mercy Corps Indonesia

Mercy Corps Indonesia (MCI) is a local organization based in Jakarta, which aims to empower Indonesian people to build healthy, productive, and strong community. MCI's activities emphasize on strategic partnership with the government and companies in all of its programs and to work closely with the community in order to really understand the challenges they face to cooperate in finding the solutions. MCI has six (6) focus, namely (1) Increasing Economic Opportunity and Financial Services Access, (2) Improve Health and Nutrition, (3) Water and Sanitation, (4) Climate Change Adaptation and Disaster Risk Reduction, and (5) Disaster Emergency Response.

PHOTO GALLERY



Jakarta, 31 January 2017 - *Citi Microentrepreneurship Awards* was launched in 2005 as one of Citi's signature initiatives funded by Citi Foundation, headquartered in New York, USA, and has been held for the 12th time in more than 30 countries, including Indonesia. Globally to date, Citi has invested more than \$18.2 million in microfinance networks and microfinance institutions (MFIs). Through the program, \$9 million has been awarded in cash prizes to more than 6,000 (six thousand) low-income micro-entrepreneurs in various countries, including Indonesia. On the picture (left to right) **Staf Ahli Direksi Lembaga Pengelola Dana Bergulir, Kementerian Koperasi dan Usaha Kecil & Menengah, Republik Indonesia** Auza Djamil, **Country Head Corporate Affairs Citi Indonesia** Elvera N. Makki, **Winner of The Best Micro Entrepreneurship CMA 2012** Kusnodin and **Program Director of Agriculture & Financial Services Mercy Corps Indonesia** Andi Ikhwan, during today's **Citi Microentrepreneurship Awards (CMA)** event held today (31/1) in Jakarta.



Jakarta, 31 January 2017 – Citi’s mission is to promote economic growth and support the growth of our clients, including the communities where we operate. Through the corporate citizenship umbrella of Citi Peka (Peduli dan Berkarya), Citi is committed to support micro-entrepreneur with low income and reward on their achievement in order to increase financial inclusion in Indonesia. This is consistent with the focus of the pillars of our program, specifically financial inclusion, which is in line with the program launched by the government and the Financial Services Authority, the National Strategy for Financial Inclusion (SNKI). On the picture (left to right) **Staf Ahli Direksi Lembaga Pengelola Dana Bergulir, Kementerian Koperasi dan Usaha Kecil & Menengah, Republik Indonesia Auza Djamil, Country Head Corporate Affairs Citi Indonesia Elvera N. Makki, Winner of The Best Micro Entrepreneurship CMA 2012 Kusnodin and Program Director of Agriculture & Financial Services Mercy Corps Indonesia Andi Ikhwan** during talkshow session of **Citi Microentrepreneurship Awards (CMA)** held today in Jakarta (31/1).



Jakarta, 31 January 2017 – CMA award is given to low-income micro-entrepreneurs who strive to provide sustainable economic growth for his families and surrounding communities. Present during the CMA opening registration event, Kusnodin, who won “Microentrepreneur of The Year” for CMA 2012. He shared tips on how to win this world class competition. Kusnodin with his developed art craft, replica of animals from used can had obtained jury’s attention. He began his art craft business on 1987 when he formed various animals’ creation from used can and its growing since he won CMA on 2012. On picture, CMA winner of 2012 with his replica animal artwork during **Citi Microentrepreneurship Awards (CMA)** opening registration event held today (31/1) in Jakarta.