

PRESS RELEASE

For Immediate Release

Supporting the “Youth Entrepreneur Initiative”, Citi Indonesia Opens Economic Opportunities for Indonesian Youth

- *Together with Prestasi Junior Indonesia, Citi sends Indonesian youth representatives to the Asia Pacific Company of the Year Award competition in Japan*
- *For three years, the program has reached more than 27,000 students of 85 high schools/vocational schools in six cities in Indonesia*

Jakarta, February 8, 2017 – Citi Indonesia, through its umbrella theme for its entire community activities Citi Peka (*Peduli dan Berkarya* or caring and creating something meaningful), together with its implementing partner Prestasi Junior Indonesia (PJI), is once again supporting the “Youth Entrepreneur Initiative” (IYE) program, which was held for the 3rd time. The entrepreneurship competition and coaching in finance program was targeting high school/vocational school level students in five major cities in Indonesia, where each school representatives were encouraged to form a company and to market its products.

Beating out more than 30 high schools and vocational schools at the national level, representatives of SMAN 3 Semarang successfully formed a company and were selected to represent Indonesia to compete in the Asia Pacific Company of the Year Award, which will be held in Japan in mid-February. In this event, they will compete against 19 schools from 13 other Asia Pacific countries.

Batara Sianturi, CEO Citi Indonesia said, “As a global financial institution, Citi has the vision to continue to support economic growth and advancement of our customers and the communities in which we operate. The ongoing support that we provide to the ‘Youth Entrepreneur Initiative’ program is a manifestation of our efforts in improving financial inclusion and opening economic opportunities for Indonesian young generation, so that they can begin honing their business skills early on in order to compete and succeed in today’s increasingly tight competition between countries.”

Based on the ‘Accelerating Pathways’ survey result conducted by Citi Foundation and the Economic Intelligence Unit (EIU)¹ that was released last year, in 2030, 60% of the world's population will be lived in the cities and the number of young adult aged 15-25 years will rise to 100 million. “With that increase in number, the young generations will be the key driving machine of the economic movement and will provide significant economic effect on the city development. Consequently, Citi pays great attention to the empowerment of Indonesian young generation, especially in providing better economic opportunities, one of which through entrepreneurship dan financial education,” explained **Elvera N. Makki, Country Head Corporate Affairs Citi Indonesia**.

¹ The survey was conducted on 5,000 young adult aged 18-25 years in 35 cities worldwide

She continued, “The program that has been held for three years has given positive impact to more than 27,000 students of 85 high schools/vocational schools in six cities in Indonesia. We believe that this program can be a catalyst to accelerate their move towards the world of entrepreneurship. Preparations made as early as possible will further shape characters of qualified and firm entrepreneurs for the young generations.”

Rob Gardiner, Management Advisor Prestasi Junior Indonesia added, “There is great potential amongst Indonesian youth to achieve success in the world of business. PJI understands that it is a matter of providing young people with opportunities to grow by encouraging stronger self-belief in their own decision making, improving analytical thought, and identifying appropriate communication skills.”

Through the YEI program, students from various high schools and vocational schools in five major cities in Indonesia, namely Jakarta, Bandung, Semarang, Surabaya, and Denpasar, will be given the opportunity to form a company, carry responsibility in accordance to the appointed position, define business strategy, up to market the company’s flagship products. During the period of the program, students receive guidance about entrepreneurship from Prestasi Junior Indonesia and Citi Indonesia’s employees who are also members of Citi Volunteers. In addition, the students are also provided with a variety of skill sets and insights which will be useful for their business and product development, so that they become more innovative and marketable.

Integrating marketing creativity, development of digitization, as well as innovative products, students from SMAN 3 Semarang, who name their company Great Golden Ganesha (3G), were called out as the national winner of the YEI program for 2015-2016 period, after they successfully combined marketing creativity, development of digitization, and product innovation. Their product called the *trilogic coolturnesia*, is a versatile bag that can be worn in three forms: backpack, tote, and sling. To get a discount when purchasing the product, consumers will be invited to play and collect points through a game that can be downloaded from PlayStore.

“We are very excited and thankful for the opportunities given by Citi Indonesia and PJI. Through a series of financial coaching and education provided by Citi Volunteers and entrepreneurial competition grinding, we have obtained valuable experiences and chosen to represent Indonesia in international event. Great Golden Ganesha hopes that our business will inspire and spark other young entrepreneurs in Indonesia, and that our departure to the Asia Pacific competition can help put good reputation to Indonesia in the world scene,” said **Carmelia Gaby Talia, 16 years old, appointed Vice President of Public Relation, Great Golden Ganesha Student Company.**

“Through this entrepreneurship program, we hope that we can open better economic opportunities for Indonesian young generations and improve financial inclusion. Not only for themselves, but also for the people around them, so that in the future Indonesia will grow as a strong and independent nation, especially in the economic field,” ended Batara.

For more information, please contact:

Diky Risbianto

Corporate Affairs Citi Indonesia
+62 21 529 08327
diky.risbianto@citi.com

D. Wira Atmaja

Public Relations Prestasi Junior Indonesia
+62 21 798 5457
dika@prestasijunior.org

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.

Citi Peka (Care & Create Something Impactful) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. Established in 1998, 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 800.000 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 2017, Citi Indonesia has received various awards, including in The Asset Asian Triple-A Awards as **Best Bank – Global in Indonesia, Best Corporate and Institutional Bank – Global in Indonesia, Best Corporate Bond in Indonesia, and Best Liability Management in Indonesia**. In 2016 Citi Indonesia gained various awards from The Asset Triple-A 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](https://twitter.com/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.

About Prestasi Junior Indonesia

Prestasi Junior Indonesia (PJI) is an affiliate of the largest organization in the world working in the field of business and economics education, Junior Achievement (JA) Worldwide (1919), based in Boston, USA. PJI's mission is to inspire and prepare Indonesia's young generation to succeed in entering the global economy. PJI has three pillars that focuses on education: entrepreneurship education, financial literacy and work readiness.

To achieve this mission, PJI has worked together with Department of Education and supported by national as well as multinational companies that sponsor the program. PJI learning materials is delivered through participatory teaching method. PJI also involves volunteers from companies and academics to deliver materials to program participants. For further information, please visit www.prestasijunior.org.

PHOTO GALLERY



Jakarta, 8 February 2017 – Citi pays great attention to the empowerment of Indonesian young generation, especially in providing better economic opportunities, one of which through entrepreneurship and financial education. The ongoing support that we provide to the ‘Youth Entrepreneur Initiative’ program together with our NGO partner Prestasi Junior Indonesia. On the picture (second from left) **Country Head Corporate Affairs Citi Indonesia, Elvera N. Makki**, and **Management Advisor Prestasi Junior Indonesia, Rob Gardiner**, **Chief Executive Officer Wardour And Oxford, Wempy Dyocta Koto**, serta **Vice President of Public Relation, Great Golden Ganesha Student Company, Carmelia Gaby Talia** during talkshow session held today in Jakarta.



Jakarta, 8 February 2017 - Integrating marketing creativity, development of digitization, as well as innovative products, students from SMAN 3 Semarang, who name their company Great Golden Ganesha (3G), were called out as the national winner of the YEI program for 2015-2016 period, after they successfully combined marketing creativity, development of digitization, and product innovation. Their product called the *trilogic coolturnesia*, is a versatile bag that can be worn in three forms: backpack, tote, and sling. To get a discount when purchasing the product, consumers will be invited to play and collect points through a game that can be downloaded from PlayStore. Due to their achievement, SMAN 3 Semarang will represent Indonesia to compete in *Asia Pacific Company of the Year Award* that will be held in Tokyo, Japan on mid-February. In this competition, they will compete with 19 schools from 13 countries across Asia Pacific.