

PRESS RELEASE

For Immediate Release

Citi Indonesia Introduces “Digital Financial Literacy for Children” in Four Cities in Indonesia

Jakarta, April 4, 2017 – Citi Indonesia through its umbrella theme for its entire community activities Citi Peka (Peduli dan Berkarya or caring and creating something impactful), together with Prestasi Junior Indonesia (PJI), introduces “Digital Financial Literacy for Children” program for elementary school students grades 3, 4, and 5 in Indonesia. This program aims at providing financial education as to increase financial literacy, particularly in banking through digital instrument.

Funded by Citi Foundation, this program will continue until July 2017, involving of approximately 2,244 students in seven schools in four major cities in Indonesia namely Jakarta, Tangerang, Surabaya, and Bandung. In the classroom, the students are provided with the knowledge on the importance of saving as well as an understanding on the difference between need and want. The students also learn to recognize payment methods available in the market, which are cash, credit and debit, as well as basic entrepreneurial knowledge in a fun and interactive way by utilizing a gadget. Citi Indonesia equips each group of students involved with one gadget, so that they can learn interactively and foster good teamwork.

Batara Sianturi CEO Citi Indonesia said, “As a global bank, the presence of Citi is not only enabling growth and progress to our customers and clients, but also to the community in which we operate. In line with Citi Indonesia's focus of business that put an emphasis on banking digitization, this is also reflected in the way we do our citizenship activities, which is through digital technology.”

Together with Prestasi Junior Indonesia (PJI), Citi Indonesia provides financial education for elementary school students. “The rapid flow of information that can be easily accessed through the Internet using gadgets and smartphones is more difficult to resist, including for the children who have been exposed to the use of devices, whether for playing games or watching videos. In light of this, the “Digital Financial Literacy for Children” program was launched to turn the trend of playing gadgets into something positive by incorporating financial education modules in the devices with an interactive approach which is safe, comprehensive and fun for the children,” said **Elvera N. Makki Country Head of Corporate Affairs Citi Indonesia**.

There are three modules used in these activities, with each theme is “Our Family”, “Our Region”, and “Our City”. Inside each module, there are individual lessons that have been aligned with the Indonesian National Education Curriculum, including the content and activities related to banking, business, career, communication, economic development, money, manufacturers and consumers, resources, supplies, and demands. Some of the young bankers who are members of Citi Volunteers are also involved in the classroom to help students complete the module through the device.

Rob Gardiner, Management Advisor Prestasi Junior Indonesia (PJI) added, “We are grateful and excited over the partnership together with Citi Indonesia in building a basic understanding of financial literacy, especially in the digital age for elementary school students. In the future, they are expected to be the generation that is able to move the Indonesian financial industry becomes more advanced.”

On the financial education of “Digital Financial Literacy for Children”, Citi Indonesia invited family and children psychologist, Rosdiana Setyaningrum, M.Psi, MHPED, who shared about parenting tips in the digital age to the Parents and Teachers Association (PTA) of SD 06 Tanjung Duren, West Jakarta. “Educating children in the digital age can be done through various ways, one of which is by accompanying them to benefit from the use of the sophisticated devices. With the development of technology, children can learn more about the subject at school, including an understanding of financial management,” said Rosdiana.

“Through the “Digital Financial Literacy for Children” program, we hope the students are able to become financial ambassadors for their families. By doing so, the younger generation can play a pivotal role in the digital era and apply the knowledge obtained in this program into their everyday lives.” Batara concluded.

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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. Citibank N.A., Indonesia is part of ATM Bersama networks with more than 70,000 ATM terminals throughout Indonesia.

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 micro entrepreneurs 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: 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.

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



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