



Press Release

For Immediate Publication

## 100 Most Impactful CSR Leaders - Global Listing

**Jakarta, 16 March 2017** - **Elvera N. Makki**, *Country Head of Corporate Affairs at Citi Indonesia*, has been selected as one of the **100 Most Impactful CSR Leaders - Global Listing** at the World CSR Congress held by the World CSR Day Organization in Taj Lands End, Mumbai, India.

The theme of the awards ceremony this year was “The Future of Profit is ‘Purpose’”. The awards are given to leaders who have great concern about and commitment to developing corporate social responsibility programs and who have actively contributed by organizing various activities and bringing about changes, most notably in the social sphere. The selection process involves in-depth research and data collection on prospective winners by a research cell.

**Batara Sianturi** *CEO Citi Indonesia*, said, “At Citi, we are committed to continue providing opportunities to all our employees so that they can develop their talents and nurture the passion they have for both personal and corporate advancement. This is exactly the kind of support we extended to Elvera, as *Country Head of Corporate Affairs at Citi Indonesia*, for developing social responsibility programs at Citi Indonesia. Elvera has truly earned this award which recognizes the positive spirit and contribution she has made to the company in particular, as well as to Indonesian society in general.”

**Elvera N. Makki** joined Citi Indonesia as *Country Head of Corporate Affairs* in August 2015 and has actively promoted social activities at Citi Indonesia through Citi Peka (*Peduli dan Berkarya*). Citi Peka, which stands for Citi Cares and Creates, is a framework for all the social activities funded by the Citi Foundation and focuses on three main pillars, namely financial inclusion, youth economic opportunity and urban transformation. In addition, Elvera is also responsible for the company's Corporate Affairs functions, which include media relations, executive and internal communications, as well as corporate programs and activities.

Elvera obtained an Accreditation for Business Communications from the International Association of Business Communications (IABC), which is headquartered in San Francisco, USA, in 2010. Last year, she was selected as one of 50 Asia's Woman Leaders at the 7th CMO Asia Awards for Excellence in Branding and Marketing in Singapore.

“We are very proud of Elvera's achievements, especially in her role as a driving force for Citi Indonesia's social movements. It is hoped that this award will provide Elvera and all our other employees with additional motivation to continue contributing positively, both to the company as well as the communities in which we operate,” enthused **Batara**.

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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 (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 2017, Citi Indonesia has received various awards, including The Asset Asian Triple-A Awards as **The Best Bank – Global in Indonesia, Best Corporate and Institutional Bank – Global in Indonesia, Best Corporate Bond in Indonesia, and Best Liability Management in Indonesia**. During 2016, Citi 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](http://www.citigroup.com) | Twitter: @citi | Youtube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citiindonesia](http://www.facebook.com/citiindonesia) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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The 100 given to leaders who have great concern about and commitment to developing corporate social responsibility programs. On the picture **Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki** received the 100 Most Impactful CSR Leaders - Global Listing in World CSR Congress held by oleh World CSR Day Organization in Taj Lands End, Mumbai, India