

Press Release

For Immediate Release

Global Community Day 2017: Citi Indonesia Holds Event to Show its Concern for Enhancing the Welfare of Coffee Farmers and their Families

Together with more than 3,200 employees and their families, Citi Indonesia donates 30 coffee roasting machines to 5 areas in Indonesia as well as 278 pairs of school shoes to children of farmers

Tangerang, 7 May 2017 – Citi once again staged its annual Citi Global Community Day (GCD) 2017 event for the twelfth time in the more than 97 countries in which it operates. In Indonesia, under the theme of "Time Out, It's Brewing", this year's GCD aimed to support the improvement of the welfare of coffee farmers and their families in the country.

This morning, in a symbolic gesture, 30 coffee roasting machines and 278 pairs of school shoes were donated by **CEO of Citi Indonesia Batara Sianturi** and **Country Head of Corporate Affairs of Citi Indonesia Elvera N. Makki** to coffee farmers represented by **Founder of the NGO Gerakan Daerah Terbarukan Kopi Tanah Air Kita (Regional Movement for the Renewal of Our Homeland's Coffee) Rudy Ersan** and witnessed by **Minister of Rural Areas, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Mr Eko Putro Sandjojo**, as well as **Head of the Creative Economy Board of the Republic of Indonesia Mr Triawan Munaf**, and **Head of the Communication and Informatics Department of the Government of Tangerang Regency Mr Soma Atmajaepala**.

Together with more than 3,200 employees and families, the event proceeded with the simultaneous lacing of the shoes, which was meant to symbolize Citi's concern for the children of farmers whose journey to school is often constrained by distances of up to 2.5 km on foot.

Minister of Rural Areas, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Mr Eko Putro Sandjojo, said "One of the drivers of improved national economic growth is the growth of the rural economy, which reaches an average of 12% per year. Villages have enormous potential to increase their capacities and become more independent and prosperous by implementing the right business models. We would really like to express our appreciation for the social activities carried out by Citi Indonesia in support of enhancing the welfare of coffee farmers along with the products produced by them, through the provision of roasting coffee machines. This adds greater value to the development of coffee farmers' livelihoods."

Head of the Creative Economy Board (Bekraf) Mr Triawan Munaf, stated, "We would like to convey our appreciation to Citi Indonesia for its support in improving the welfare of coffee farmers by donating these roasting coffee machines. This is in line with the Bekraf program which currently conducts regular and large-scale Certification training for the profession of Coffee Barista in various cities. The purpose of all this is for coffee farmers not only to sell raw coffee beans, but to also be able to do natural



processing, thereby increasing their income while also boosting Bekraf's efforts to build national brands with the ability to compete on an international scale.”

CEO of Citi Indonesia Batara Sianturi, said, “Volunteerism is an important factor in the way we contribute to society in Indonesia. Citi's success cannot be separated from how we have made a positive impact and encouraged progress in society, including for the country's coffee farmers and their families.”

As for Citi Indonesia's employees, many of them are coffee fans and drink coffee routinely, starting with a cup when they wake up, during meetings, if they feel a bit tired, and when relaxing with friends and family. “But we often forget that behind the pleasure of coffee, there are still many coffee farmers who live below the poverty line. For this reason, we would like to urge all employees to come together and help improve the welfare of these farmers.” The assistance we are providing is to be channeled to 5 regions of Indonesia, namely Ruteng and Sanae (NTT), Cikalong Wetan (West Java), Klaten Mount Merapi (Central Java) and Karo Gunung Sinabung (North Sumatra),” said **Country Head of Corporate Affairs at Citi Indonesia Elvera N. Makki**.

The quality of coffee is largely determined by its handling during harvesting and after harvesting. The roasting process takes place after harvesting and forms the flavor and aroma in the coffee beans. However, there are still many coffee farmers who are not yet able to turn their raw coffee beans into roasted coffee beans due to an inability to buy the required machinery. One of the innovations created by *Gerakan Daerah Terbarukan Kopi Tanah Air Kita* is a simple coffee roasting machine that can increase the income of coffee farmers in Indonesia.

“We really appreciate the support provided by Citi Indonesia. These donations have allowed us to continue our efforts to improve the welfare of coffee farmers as well as their children, thereby enabling them to lead better lives. We hope that this is the start of a long-term and mutually beneficial partnership which will have many benefits for the environment and the public, in particular Indonesian coffee lovers,” enthused the **Founder of the NGO Gerakan Daerah Terbarukan Kopi Tanah Air Kita (Regional Movement for the Renewal of Our Homeland's Coffee) Rudy Ersan**.

At the end of the event, **Batara** added, “We would like to express our gratitude for the collaboration and support of various parties in the implementation of this social activity, especially to our employees who have come forward as Citi Volunteers and shown genuine care and taken real action in trying to improve the welfare of the Indonesian people.”

Global Community Day (GCD) is a global initiative aimed at demonstrating concern for the environment and communities in which Citi operates. Last year, more than 80,000 people in 100 countries, consisting of employees and their families, took part in GCD. This year, meanwhile, more than 1,000 activities have been prepared worldwide to celebrate GCD.

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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 57 organizations to implement 35 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 e-Bank in Indonesia, Best Bank – Global in Indonesia, Best Corporate and Institutional Bank – Global in Indonesia, Best Corporate Bond in Indonesia, Best Liability Management in Indonesia, and Best Digital Bank 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

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GALLERY PHOTO



On the picture (left to right) **Country Head Corporate Affairs Citi Indonesia Elvera N. Makki**, **Founder Gerakan Daerah Terbarukan Kopi Tanah Air Kita Rudy Ersan**, **Representative of Coffee Farmer Beneficiary**, **CEO Citi Indonesia Batara Sianturi**, **Minister of Rural Areas, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Mr. Eko Putro Sandjojo**, and **Head of the Creative Economy Board of the Republic of Indonesia Mr. Triawan Munaf** presented donation at the amount of IDR 100.000.000 from Citi Indonesia to the beneficiary of coffee farmer during Global Community Day event (GCD) 2017 held in Tangerang, Monday, May 7th, 2017



On the picture (left to right) **Country Head Corporate Affairs Citi Indonesia Elvera N. Makki, Minister of Rural Areas, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Mr. Eko Putro Sandjojo, Representative of Coffee Farmer Beneficiary, Head of the Creative Economy Board of the Republic of Indonesia Mr. Triawan Munaf Founder of NGO Gerakan Daerah Terbarukan Kopi Tanah Air Kita Rudy Ersan, CEO Citi Indonesia Batara Sianturi** in the handover ceremony presented by Citi Indonesia to coffee farmer representative during the Global Community Day (GCD) 2017 held in Tangerang. The donations aimed to improve the welfare of coffee farmers as well as their children, thereby enabling them to lead better lives



Together with more than 3,200 employees and families, the event proceeded with the simultaneous lacing of the shoes, which was meant to symbolize Citi's concern for the children of farmers whose journey to school is often constrained by distances of up to 2.5 km on foot.



On the picture (center) **CEO Citi Indonesia Batara Sianturi** together with the guests of honor in Citi Global Global Community Day (GCD) 2017, (left) **Minister of Rural Areas, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia Mr. Eko Putro Sandjojo** and (right) **Head of the Creative Economy Board of the Republic of Indonesia Mr. Triawan Munaf**