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Press Release

For immediate distribution

Citi Indonesia Invites Community to Join in Donating School Uniforms through #MaafJadiManfaat Digital Campaign

Jakarta, June 6, 2018 - Citi Indonesia (Citibank) today launches digital campaign themed #MaafJadiManfaat (*Apology for Charity*) to fundraise in a form of 5,000 school uniforms for Indonesian underprivileged children. The launch was initiated by **Citi Indonesia CEO Batara Sianturi**, witnessed by **Head of Consumer Banking Cristina Teh Tan**, **Director, Country Head of Corporate Affairs Citi Indonesia Elvera N Makki** and **President Director of Rumah Yatim Nugroho BW**. This campaign is part of Citi Peka (Citi Peduli and Berkarya) umbrella program and in conjunction with 50 years of Citi's dedication for Indonesia. The donation of 5,000 school uniforms aims to motivate children to be more eager to attend school with proper school uniforms.

Citi Indonesia CEO Batara Sianturi said, "As a global bank, Citibank is committed to improve the welfare of communities wherever we operate, including in Indonesia, one of which is through education. Citibank continuously supports different kind of efforts to improve the quality of education and educational facilities such as in donating school uniforms through the social campaign of #MaafJadiManfaat. We believe that by wearing proper school uniforms, the Indonesian underprivileged children can build both their spirit and their self-confidence, which encourage them to attend school and to study harder."

Citibank Indonesia invites customers and netizens to share the #MaafJadiManfaat video through Citi Indonesia Facebook page. For each share of the video by Facebook users, Citibank will donate two sets of school uniforms that will be distributed in cooperation with Rumah Yatim.

Director, Country Head of Corporate Affairs Citi Indonesia Elvera N Makki said, "In line with our global mission to enable progress in education, our target through the social campaign of #MaafJadiManfaat is to reach 2,500 shares of this Hari Raya Idul Fitri video from Citi Indonesia's Facebook page. In a conversion of one share with two school uniforms, we intend to donate 5,000 school uniforms which will be distributed to the underprivileged children across Indonesia, in cooperation with Rumah Yatim. In this opportunity, we invite everyone to share the video to their loved ones, for which their Idul Fitri wishes will benefit many children who need school uniforms."

Psychologist Roslina Verauli, M.Psi, one of the speakers on #MaafJadiManfaat talk show explained, "The Children are obligated to wear uniforms to school not only to show which grade they are in, but also build discipline, promote togetherness, and increase self-esteem. I believe the school uniforms donation through the #MaafJadiManfaat campaign will provide real benefits to beneficiary children."

President Director of Rumah Yatim Nugroho BW said, "We are very happy to cooperate with Citibank Indonesia in the #MaafJadiManfaat social campaign. The school uniform donation is what we really need because a lot of orphaned children are not very confident and this is an obstacle that prevents them from moving forward. Giving attention to them by providing school uniforms will help to boost their confidence and inspire them to attend school and study. We thank Citibank Indonesia for their good faith and taking this real action to help the children under the care of Rumah Yatim. "



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Citi Peka has been running in Indonesia since 1998 and promotes various social activities that have a positive impact on the people of Indonesia. Social Campaign #MaafJadiManfaat lasts until June 24, 2018. "We invite everyone to visit Citi Indonesia's Facebook page. Together we can realize the donation of 5,000 school uniforms to children at Rumah Yatim. We hope that this initiative will have a positive impact on the development of children in Indonesia," said **Vera Makki** at the end of the event.

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About Citibank Indonesia

Citibank, N.A., Indonesia is a branch of Citibank, N.A, New York, USA. Citibank, N.A., Indonesia has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citibank operates 10 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citibank has consumer transaction networks of around 33,000 payment points and corporate distribution networks of around 6,000 locations in 34 provinces. Citibank, N.A., Indonesia is connected to ATM Bersama networks with more than 70,000 ATM terminals throughout Indonesia.

In 2018, Citibank Indonesia received an award as **Best International Bank in Indonesia** from Finance Asia, as well as **Innovative Company in Digital Services** in the category of **Foreign Bank** from Warta Ekonomi. In 2017, Citibank Indonesia has received various awards, including from Global Finance Magazine as both "**Best Corporate/Institutional Digital Bank**" and "**Best Consumer Digital Bank**", "**Best Foreign Bank in Indonesia**" from Finance Asia, "**Best Bank in Compliance Reporting of Foreign Exchange Flows (LLD = Lalu Lintas Devisa) and Export Proceeds (DHE = Devisa Hasil Ekspor)**" by the Indonesia Central Bank, "**Best Bank in Indonesia**", "**Best e-Bank in Indonesia**", "**Best Corporate and Institutional Bank – Global in Indonesia**", "**Best Corporate Bond in Indonesia**", "**Best Liability Management in Indonesia**" from The Asset magazine and "**Best Perform in Custodian Bank**" along with "**Indonesia's Digital Innovation Award 2017 in Foreign Bank category**" from Warta Ekonomi magazine. In 2016 Citibank Indonesia earned various awards from The Asset Triple-A Awards as "**Best e-Bank in Indonesia**" 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 co-winner 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**". PT Citigroup Sekuritas Indonesia (PT CSI) won "**Best Securities 2016**" in the category of assets above IDR 1 Trillion by Investor Magazine.

Further information can be obtained at 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.

Citibank N.A., Indonesia is a bank that is licensed, registered and supervised by the Indonesia Financial Services Authority (OJK).



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PHOTO GALLERY



Left-right: **Citi Indonesia Head of Consumer Banking Cristina Teh Tan**, **Citi Indonesia CEO Batara Sianturi**, **President Director of Rumah Yatim Nugroho BW** and **Citi Indonesia Director, Country Head of Corporate Affairs Elvera N. Makki** at the social campaign of #MaafJadiManfaat in Citi Indonesia Facebook page to fundraise in a form of 5,000 school uniforms for Indonesian underprivileged children. Social Campaign #MaafJadiManfaat lasts until June 24, 2018 and the uniforms distribution is in collaboration with Rumah Yatim.



Citi Indonesia CEO Batara Sianturi motivates children from Rumah Yatim by introducing working atmosphere in the boardroom of Citi Indonesia office. This activity is part of the social campaign of #MaafJadiManfaat in Citi Indonesia Facebook page to fundraise in a form of 5,000 school uniforms for Indonesian underprivileged children.