



PRESS RELEASE

For Immediate Release

Citi Indonesia Wins Best of The Best Philanthropy and Best Employee Volunteering at the Indonesia's Best Corporate Social Initiatives 2017

Jakarta, 23 October 2017 - Citi Indonesia has made another achievement for its *Corporate Citizenship* or *Corporate Social Responsibility (CSR)* programs by winning **"Best of the Best Philanthropy"** for Digital Financial Literacy for Children and Youth Sociopreneurship programs and **"Best Employee Volunteering"** for Global Community Day 2017 themed Time Out, It's Brewing!. The awards were given to the winners at Indonesia's Best Corporate Social Initiatives 2017 event held by Mix Magazine.

Commenting on the awards, **CEO Citi Indonesia Batara Sianturi** said, "We are very honored to receive these two awards from Mix Magazine. These prove that Citi Indonesia's corporate citizenship initiatives have been well recognized and appreciated not only in banking but also various industries, including public sectors. It is always fulfilling to learn that our efforts have made positive impact to the communities and environment. Under the umbrella of Citi Peka, this is in line with Citi's mission of enabling growth and economic progress, including to the people in need."

Indonesia's Best Corporate Social Initiatives is the first Corporate Social Responsibility (CSR) awards in Indonesia that is organized in an integrated manner with socially oriented marketing programs. Companies throughout in Indonesia are invited to submit a description of their CSR program to be evaluated by judges consist of CSR practitioners, Social Marketing experts, and from the media. There were 103 entries submission which are divided into six categories namely Cause Promotion/Social Campaign, Cause Related Marketing, Corporate Social Marketing, Corporate Philanthropy, Social Responsible Business Practice, and Employee Volunteering.

Each program is then assessed by five judges who are academics, CSR practitioners, and members of the media, with the following criteria:

1. **Objective & Relevance:** to assess the goals and targets of the program in accordance with the vision and mission of the company and/or company's brand value
2. **Program Concept:** to assess the aspects of program's uniqueness and effectiveness
3. **Program Implementation:** to assess whether the program can be conducted in line with the company's plan; by establishing cooperation with third parties to further improve program effectiveness, being amplified to gain publicity and positive impression for the company; using digital media and social media to improve program effectiveness, for example, to create engagement or encourage participation in a cause promotion/social campaign



4. Result: to assess the achievement of targets that have been predetermined, as well as the program's positive impact

Global Community Day of Citi Indonesia themed Time Out It's Brewing! also received "Best Employee Volunteering" in the category of Employee Volunteering. The program aims to improve the welfare of Indonesia's coffee farmers and their families, by donating 30 coffee roasters in five regions of Indonesia, and 278 pairs of shoes for the farmers' children. The symbolic handover ceremony was also attended and witnessed by **Minister of Villages, Disadvantaged Regions and Transmigration of the Republic of Indonesia Eko Putro Sandjojo**, as well as **Head of the Creative Economy Board of the Republic of Indonesia (Bekraf) Triawan Munaf**.

Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki added, "In carrying out social activities, our approach is 'More than Philanthropy'. Meaning, we are not only disbursing funds but also taking charge in the programs and engaging directly with our beneficiaries. We also encourage our employees to volunteer their time, energy, and expertise as to help implement these social programs. In this regard, we truly thank our beloved employees who have been volunteering in these activities."

One of the judges of Indonesia's Best Corporate Social Initiatives, **Chief Happiness Officer of Fortune Indonesia Indira Abidin** said, "Both the implementation and impact result of Citi Indonesia's CSR programs are clear, and they are able to create changes in the society."

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About Citibank Indonesia

Citibank Indonesia is a fully-owned subsidiary of Citigroup, Inc. – New York, USA. Citibank 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 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.

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. Over the course of 2015, Citi also received various awards including **"Best Bank in Indonesia"** 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



Jakarta, 23 Oktober 2017 – Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki (center) received the award from Group Chief Editor of SWA Media International Kemal E. Gani (right) accompanied by Chief Editor Mix Magazine Lis Hendirani (left) in Indonesia’s Best Corporate Social Initiatives 2017. Citi Indonesia received 2 (two) awards as “Best of the Best Philanthropy” for Digital Financial Literacy for Children and Youth Sociopreneurship Program and “Best Employee Volunteering 2017” with themed Time Out, It’s Brewing!



Jakarta, 23 Oktober 2017 – Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki (center) during the photo session with Corporate Affairs, Citi Indonesia Team after receiving the awards as “Best of the Best Philanthropy” for Digital Financial Literacy for Children and Youth Sociopreneurship Program and “Best Employee Volunteering” 2017 with theme Time Out, It’s Brewing!