

Citi Indonesia and Indonesia Business Links Launch a Program to Leverage Youth Economic Opportunity in Industrial Area

- *The number of unemployed people in Indonesia reached 7.01 million in February 2017, with an Open Unemployment Rate in cities higher than that in rural areas¹*
- *Young people have a high entrepreneurial spirit but are not bold enough to start a business. Almost 70% of the young people surveyed wanted to be entrepreneurial, but in reality only 6% of them are currently actually running their own business²*

Jakarta, 27 October 2017 –Citi Indonesia, through its social initiative Citi Peka (*Peduli dan Berkarya*/Care and Create Something Impactful) and its non-profit organization partner Indonesia Business Links (IBL), once again show its commitment to help reduce youth unemployment in Indonesia through Skilled Youth program. At Citi, this program is part of Pathways to Progress initiative which is implementing worldwide.

Director of Labor and Employment Opportunities Expansion of Bappenas (National Development Planning Agency), Mahatmi Parwitasari Saronto stated, “We appreciate the effort and commitment that Citi Indonesia and IBL have proved in the recent years to help reduce youth unemployment in Indonesia through youth development programs ranging from job skills enhancement, entrepreneurship guidance, and relevant characteristic building. These modules can strengthen young generation’s competency to be ready to work or start their start-up business in an early stage.”

CEO of Citi Indonesia Batara Sianturi stated, "Globally, we have announced our greatest philanthropic commitment in the history of Citi Foundation through Pathways to Progress initiative. This commitment aims to help reduce unemployment among young people in big cities around the world including in Indonesia. In this program, we underline financial education and financial literacy which will be included in the set of modules prepared for the beneficiaries.”

Data from the Indonesian Central Statistics Agency shows that the Open Unemployment Rate (ORR) in February 2017 stood at 5.33%, or 7.01 million people. The data also reveals that urban unemployment rates tend to be higher than those in rural areas. Through such public-private collaboration together with NGO partners, this program is expected to help young people in industrial area get a job or create a new small business initiative.

“It takes partnerships from various parties, including central and local governments, business people, and the general public, to create a favorable environment for the empowerment of Indonesia's young

¹ Indonesian Central Statistics Agency, 2017

² Global Youth Survey 2017 by IPSOS and commissioned by Citi Foundation

generation. In order to achieve this, we are providing our support through Skilled Youth program with our partner Citi Indonesia. The program consists of soft skills training, technical skills, business assistance, job preparation, as well as other forms of support required by young people,” said **Chairman of the Board of Patron of Indonesia Business Links Heru Prasetyo**.

The Skilled Youth Program Phase II is a continuation program which was held in the past two years. Aimed at young people aged 16-24, the first batch participated by 492 students from vocational and senior high schools, including vocational schools located in West Cikarang, Karawang, and Bekasi. **Country Head of Corporate Affairs at Citi Indonesia Elvera N. Makki** added, "The enthusiasm in the inaugural year of the program was extraordinary, exceeding all previously set targets. We hope that in this second phase, there will be more of young people getting the most out of the benefits which can improve their employability as well as entrepreneurial skills for those who choose to be successful in this path."

Involving 7,000 young people aged 18-24 in 45 cities from 32 countries around the world including Indonesia, Citi Foundation and Ipsos conducted a study titled the 2017 Global Youth Survey. One of the findings from the survey reveals that young people have a high entrepreneurial spirit, but often lack the courage to start a business. Almost 70% of the young people surveyed wanted to be entrepreneurs, but in reality only 6% of them are currently running their own business. The Skilled Youth program seeks to address young people's need for skills and capacity training program, which will prove useful in supporting their self-development and helping them to achieve the economic goals they have established for themselves.

One of the beneficiaries of the Skilled Youth program is **Isna Afridha** who has managed to develop her own head scarf business. She said, "For a long time, I have had a passion for entrepreneurship and opening up jobs for people around me. However, I did not know where to start. Thanks to the guidance and training I received during the Skilled Youth program initiated by IBL and supported by Citi Indonesia, I gained more knowledge about starting and developing the business that I'm running until now."

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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 | 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.

Overview of Indonesia Business Links (IBL)

Created in the midst of the economic crisis in 1998, IBL was initially a forum of business leaders who care about the importance of ethical business practices. The three founders, Noke Kiroyan, Heru Prasetyo and John Arnold, are top executives who at the time had a vision which exceeded the mindset of business people struggling with the ongoing economic crisis. Their initiative was to set up IBL, which later received the backing of company chiefs who found themselves in a dilemma of engaging in business situations in Indonesia which were full of unethical practices. After officially becoming a foundation (Yayasan) in 2001, IBL became increasingly active in implementing a variety of programs aimed at building the awareness of business people as to the importance of conducting business with the right principles, in particular the principles of anti-corruption/bribery. The company's network has continued growing, giving rise to numerous initiatives which embody the concept of Corporate Social Responsibility, or CSR.

The activities undertaken by IBL to build the awareness of business people as to CSR and responsible business conduct include the following: Conducting research on CSR in Indonesia in various fields; publishing books on the theme of the theory and application of CSR; assisting in the application of Business Ethics; providing guidance in establishing a Code of Conduct for SMEs; building a database of CSR activities and practitioners in Indonesia; conducting training programs and workshops on various topics related to CSR and Business Ethics; and organizing regular multi-party dialogue forums on CSR, including the International Conference on CSR (held every two years since 2006), CEO Breakfast meetings, CSR Learning Forums and other seminars.

At present, IBL is carrying out its mission by means of the following three main program themes: Business Ethics, Youth Empowerment and Responsible Waste Management.

Facebook: **Indonesia Business Links (IBL)** | Twitter: @ibl_csr | www.ibl.or.id

PHOTO GALLERY



Jakarta, 27 Oktober 2017 – CEO Citi Indonesia Batara Sianturi (center) with Vice Chair – Board of Management Indonesia Business Links (IBL) Chrysanti Hasibuan Sedoyono (left) and Director of Labor and Employment Opportunities Expansion of Bappenas (National Development Planning Agency) Mahatmi Parwitasari Saronto (right) during the launching of Skilled Youth program held today in Jakarta. Citi Indonesia, through its social initiative Citi Peka (*Peduli dan Berkarya*/Care and Create Something Impactful) and its non-profit organization partner Indonesia Business Links (IBL), once again show its commitment to help reduce youth unemployment in Indonesia through Skilled Youth program. The program was aimed to obtain more young people getting the most out of the benefits which can improve their employability as well as entrepreneurial skills for those who choose to be successful



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Jakarta, 27 Oktober 2017 - Aimed at young people aged 16-24, the first batch participated by 492 students from vocational and senior high schools, including vocational schools located in West Cikarang, Karawang, and Bekasi. In the picture, **CEO Citi Indonesia Batara Sianturi** (center) during the photo session along with **Vice Chair – Board of Management Indonesia Business Links (IBL) Chrysanti Hasibuan Sedoyono**, **Director of Labor and Employment Opportunities Expansion of Bappenas (National Development Planning Agency) Mahatmi Parwitasari Saronto** and the representative of Vocational School students at the launch of Skilled Youth Program held today in Jakarta.