



Press Release

For Immediate Release

## **Citi Indonesia and Aliansi Jurnalis Independen (AJI) Indonesia Sign Memorandum of Understanding on Holding Master Class Program: Digital Financial Literacy**

**Jakarta, 4 May 2017** – Citi Indonesia today announced its first ever collaboration with the Indonesian Alliance of Independent Journalists (AJI) for staging the Master Class Program: Digital Financial Literacy. This educational program for journalists has been developed on an ongoing basis with the aim of improving the quality and understanding of journalists about the economic and business spheres, especially banking and technology, which in turn will encourage the growth of good quality and in-depth media coverages.

As the vanguard in disseminating information to society, journalists are required to have various competencies which enable them to inform and educate the public. This is particularly true in the current era of digitalization which is moving like a rapid wave and engulfing all media platforms in Indonesia, including print media, television, radio and online.

**Chief Executive Officer of Citi Indonesia Batara Sianturi**, said, “As a global-scale bank which has been a pioneer in terms of digitalization, especially in the banking and finance industries, Citi Indonesia supports the enhancement of journalistic competence, among others in economic and financial industries, as we enter the era of digitalization, especially when it comes to providing comprehensive and in-depth education with respect to digital banking and digital finance. Citi Indonesia's partnership with AJI is expected to serve as a platform which equips journalists with both qualified hard and soft skills, allowing them to become trusted, educative and ethical information-sharing agents.”

Citi Indonesia is presenting this financial education and literacy program to support the Government and Otoritas Jasa Keuangan (OJK) program known as the Strategi Nasional Keuangan Inklusif (SNKI). Through the reporting and writing of the program participants, it is hoped that the public will be able to select and utilize financial services and products which match their needs, while also gaining the ability to perform better financial planning.

**Chairman of AJI Indonesia Suwarjono**, explained, “We welcome this collaboration with Citi Indonesia to carry out journalistic training as it is expected to improve the quality and capacity of news reporting on the economy, business, technology and other matters. News reporting on the finance industry, whether it is about banking, investment, or economic growth and equity, requires special knowledge and skills that journalists must master in order to produce accurate news reports and to be trusted by the public. AJI is concerned with technological developments and in particular digital-based journalism. Therefore, it seeks to encourage the growth of new digital-based media coupled with content that meets ethical



standards of journalism in the form of detailed and enlightening coverage. This is what makes AJI continue to conduct capacity-building programs for journalists in Indonesia.”

Aliansi Jurnalis Independen (AJI) Indonesia is a professional organization that fights for journalistic ethics and competence and also strives to improve the quality and professionalism of Indonesian journalists. AJI has over 12 years of experience in organizing training programs for journalists involving a variety of industries.

**Elvera N. Makki** *Country Head of Corporate Affairs Citi Indonesia* said, "Citi Indonesia’s recent collaboration with AJI underlines our efforts to impart financial literacy information and educational program to journalists. With the unique module focusing on digitalization, we forecast that the trend will prevail today and in years to come; where emerging innovations continue to serve as a game changer, a disruption factor that greases the wheels of economic growth to go full tilt on a global scale and nationwide.”

The program module is proudly designed by Citi Indonesia and AJI with the scope of learning encompassing financial technology (fintech), digital banking, e-commerce, venture capital, trade financing, e-tax, Information and Electronic Transactions Act (ITE), data visualization, and even a workshop on improving soft skills; all are expected to contribute to journalists’ competence as well as their career.

Participants who register for the "Master Class Program: Digital Financial Literacy" will take part in a selection process. Subsequently, twenty the selected journalists will explore financial issues, most notably those concerning the digitalization of banking and finance. The program sets to take place until year-end. Mentoring session and news-making process are among the highlights. In appreciation for the endeavor and performance throughout the event, all works will be selected to receive the accolades, namely Journalistic Awards.

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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](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)

To enjoy a digital banking experience, please visit [www.citibank.co.id](http://www.citibank.co.id).

### Overview of AJI Indonesia

AJI Indonesia is a professional journalistic organization with 1914 journalist members and 35 branches throughout Indonesia (AJI data as of December 1, 2012). AJI Indonesia was officially accepted as a member of the IFJ (International Federation of Journalists), the largest and most influential journalistic organization in the world, based in Brussels, Belgium, on October 18, 1995. AJI Indonesia also remains a member of the International Freedom of Expression Exchange (IFEX). Together with journalistic organizations and media NGOs in Thailand, the Philippines and Indonesia, AJI Indonesia co-founded a regional organization called The Southeast Asian Press Alliance (SEAPA) in Bangkok in November 1998. AJI Indonesia activists have also received several international awards. These include awards from the Committee to Protect Journalists (CPJ), The Freedom Forum (USA), the International Press Institute (IPI-Vienna) and The Global Network of Editors and Media Executives (Zurich).

Since its establishment, AJI Indonesia has consistently shown concern for the following three major issues: the struggle to maintain press freedom; enhancing the professionalism of journalists; and improving the welfare of journalists. AJI's vision is to achieve a free, professional and prosperous press which upholds democracy. Learn more at [aji.or.id](http://aji.or.id).

## PHOTO GALLERY



Citi Indonesia today announced its first ever collaboration with the Indonesian Alliance of Independent Journalists (AJI) for staging the Master Class Program: Digital Financial Literacy. This financial education and literacy program is in line with Government and Financial Services Authority (FSA) program which is known as the *Strategi Nasional Keuangan Inklusif* (SNKI). On the picture (left to right), **Arfi Bambani Amri Secretary General AJI Indonesia**, **Batara Sianturi Chief Executive Officer Citi Indonesia**, **Elvera N. Makki Country Head of Corporate Affairs Citi Indonesia**, **Suwarjono Chairman of AJI Indonesia** and **Eva Damayanti Executive Director AJI Indonesia** after the MoU Signing Ceremony of "**Master Class Program: Digital Financial Literacy**" held in Jakarta.



As a global-scale bank which has been a pioneer in terms of digitalization, especially in the banking and finance industries, Citi Indonesia supports the enhancement of journalistic competence, among others in economic and financial industries, as we enter the era of digitalization, especially when it comes to providing comprehensive and in-depth education with respect to digital banking and digital finance. Citi Indonesia's partnership with AJI is expected to serve as a platform which equips journalists with both qualified hard and soft skills, allowing them to become trusted, educative and ethical information-sharing agents. Said **Batara Sianturi Chief Executive Officer Citi Indonesia** during his opening remarks in MoU Signing Ceremony of Aliansi Jurnalis Independen (AJI) held in Jakarta