

PRESS RELEASE

For Immediate Release

Indonesian Youth Won the Second Place at the Asia Pacific Company of the Year Award 2017 Competition

Jakarta, April 25, 2017 – The students of SMAN 3 Semarang won the 2nd place at 7th Junior Achievement Asia Pacific Company of the Year Competition which was held in Tokyo, Japan. They successfully won the award through their idea of producing practical, multi-functional and highly durable attractive ethnic bags. The four students were selected from a total of 76 students are representing 19 student companies from 13 nations participating in the competition, by a panel of judges comprised of entrepreneurs, academics, and representatives from the Tokyo business community.

Naming their company “Great Golden Ganesha”, SMAN 3 Semarang was the national winner of the “Youth Entrepreneurs Initiative” (YEI) program held by Citi Indonesia and its partner Prestasi Junior Indonesia (PJI). Through this program, students from various high schools and vocational schools in five major cities in Indonesia, namely Jakarta, Bandung, Semarang, Surabaya, and Denpasar, were given the opportunity to form a student run small business entity. This company developed a business strategy with the objective of achieving financial and educational success.

Batara Sianturi, CEO Citi Indonesia said, “We are very excited with the prestigious recognition that has been received by our Indonesian students at the competition. This proves that the variety of skills sets, insights and guidance that they received during the program are proven useful to enhance their performance.”

“Based on the ‘Accelerating Pathways’ survey result conducted by Citi Foundation and the Economic Intelligence Unit (EIU)¹ that was released last year, in 2030, 60% of the world's population will live in cities and the number of young adults aged 15-25 years will rise to 100 million. Based on this projection, young generations will be the key driving machine of the economic movement and will provide significant economic effect on city development. Through this program, Citi pays a great attention to the empowerment of the Indonesian young generation, especially in providing better economic opportunities, one of which through entrepreneurship and financial education,” explained **Elvera N. Makki Country Head Corporate Affairs Citi Indonesia**.

Rob Gardiner, Management Advisor Prestasi Junior Indonesia added, “It was impressive to witness these four young women excel in all facets of the regional competition. Their presentation skills, business knowledge, product design and marketing strategies were far superior to those from almost all other nations within the Asia Pacific region. These fine young business women are indicative of the great potential amongst Indonesian youth and Citibank, through its YEI program, is really able to tap into this and provide students with vast opportunities for growth.”

¹ The survey was conducted on 5,000 young adult aged 18-25 years in 35 cities worldwide

SMAN 3 Semarang created a combined marketing strategy; development of digitization and product innovation on their *trilogic coolturnesia* product. This is a versatile bag that can be worn in three forms including backpack, tote and sling bag. Customers are also invited to play and collect points through a game developed by the company and that can be downloaded from PlayStore, in order to get a discount when purchasing the product.

“By conducting this entrepreneurship program, we hope that we can open better economic opportunities for Indonesian young generations and improving their financial inclusion. Not only for themselves, but also for the people around them, so that in the future Indonesia will grow as a strong and independent nation, especially in the economic field,” ended Batara.

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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.

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 microentrepreneurs 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 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 | 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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About Prestasi Junior Indonesia

Prestasi Junior Indonesia (PJI) is an affiliate of the largest organization in the world working in the field of business and economics education, Junior Achievement (JA) Worldwide (1919), based in Boston, USA. PJI's mission is to inspire and prepare Indonesia's young generation to succeed in entering the global economy. PJI has three pillars that focuses on education: entrepreneurship education, financial literacy and work readiness.

To achieve this mission, PJI has worked together with Department of Education and supported by national as well as multinational companies that sponsor the program. PJI learning materials is delivered through participatory teaching method. PJI also involves volunteers from companies and academics to deliver materials to program participants. For further information, please visit www.prestasijunior.org.

PHOTO GALLERY



SMAN 3 Semarang won the National Championship in "Youth Entrepreneur Initiative" program



SMAN 3 Semarang won the Regional Championship in "Youth Entrepreneur Initiative" program



Booth of Student Company Great Golden Ganesha, SMAN 3 Semarang during the 7th Junior Achievement Asia Pacific Company of the Year Competition