

Press release

For immediate release

**Citi Indonesia and Mercy Corps Indonesia Encourage Farmers and Micro-small Entrepreneurs to Increase Financial Literacy through FEED Mobile Program**

**Jakarta, 17 May 2017** - Citi Indonesia through its community activities under Citi Peka (Peduli dan Berkarya), and its Program implementing partner, Mercy Corps Indonesia is completing the Financial Education and Empowerment goes Digital and Mobile program (FEED Mobile program), for farmers and micro-small entrepreneurs in Indramayu, West Java by holding a National Workshop on Financial Inclusion entitled "A Road Towards a Financially Literate Generation" in Jakarta.

Through the national workshop, Citi Indonesia and Mercy Corps Indonesia presented the success and evaluation results of the program, including the success stories of 20 beneficiaries of the FEED Mobile program. This exposure is expected to provide reference for various parties in support of farmers and micro-small entrepreneurs to improve their welfare.

**Director of Financial Inclusion Development of Indonesia Financial Services Authority (OJK) Eko Ariantoro** stated, "OJK strongly supports and appreciates the implementation of the FEED Mobile program initiated by Mercy Corp Indonesia and supported by Citi Indonesia. Through the FEED Mobile program, it is expected to provide financial education and develop the potential of micro-small entrepreneurs in Indonesia, especially to the community in the Indramayu District, West Java. In addition, this program along with its evaluation results is expected to be a catalyst for various parties to be able to do the same efforts. "

FEED Mobile is a financial education and business development training activity for farmers and micro-small entrepreneurs using face-to-face training methods and digital channels. In its implementation, the FEED Mobile Program partnered with several microfinance institutions, the Department of Marine and Fisheries (Diskanla), The Cooperatives, Industry, Trade, and SMEs (Diskoperindag), Food Security and Extension Agency (BKP3), and a local community based organization, Bangkir Pelabuhan in Indramayu .

Through funding from the Citi Foundation, the FEED Mobile program has successfully reached 12,950 beneficiaries who have been trained in financial literacy and business development, of which 3,477 total beneficiaries have accessed savings or financial products from formal financial institutions that is in accordance with their needs.

**Citi Indonesia Country Head of Corporate Affairs Elvera N. Makki** said, "The program has successfully reached beneficiaries with numbers exceeding the target due to the bundling of both face-to-face training and the use of digital channel. Digitalization is an increasing trend that becomes an integral part of the development of the world, down to the small towns. In addition to implementing digitalization as Citi's business focus; we are also implementing it into our community activities including the FEED Mobile program. "

In practice, FEED Mobile uses 2 (two) outreach methods, face-to-face training and use of digital channels as a support tool, using the PEKA Android application and PEKA sms service serves as a means of disseminating information, articles, tips, financial management advice and business development, as well as a mean of interaction between users.

**The Agriculture and Financial Services Program Director - Mercy Corps Indonesia, Andi Ikhwan** added, "Through the workshop themed 'A Road to a Financially Literate Generation', it is expected that the lessons learned from the implementation of the program in Indramayu can provide experience enrichment and strengthening of Financial literacy training implementation methods that will support the achievement of the

National Inclusive Financial Strategy targets, as well as efforts to improve and develop micro-small enterprises in general. "

"At the end of this program we hope to improve agriculture and trade productivity and develop the assets of the farmers and micro-small entrepreneurs so that their economic welfare can increase," concluded Vera.

--oo00oo--

**For further information, please contact:**

**Ananta Wisesa**

Head of External Communication

[corporateaffairs.indonesia@citi.com](mailto:corporateaffairs.indonesia@citi.com)

**Intan Permata Selni**

Communications Officer FEED Mobile

**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 11 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.

Established in 1998, Citi Peka (Peduli dan Berkarya) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. 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 56 organizations to implement 34 programs with funding of more than US\$ 10 million which has reached more than 1 million 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 2016, Citi Indonesia has received various awards, including in the Triple-A Asset 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 Euro money 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 & IG: @citi | [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.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).

### **About Mercy Corps Indonesia**

Mercy Corps Indonesia (MCI) is a local organization based in Jakarta, which aims to empower Indonesian people to build healthy, productive, and strong community. MCI's activities emphasize on strategic partnership with the government and companies in all of its programs and to work closely with the community in order to really understand the challenges they face to cooperate in finding the solutions. MCI has six (6) focus, namely (1) Increasing Economic Opportunity and Financial Services Access, (2) Improve Health and Nutrition, (3) Water and Sanitation, (4) Climate Change Adaptation and Disaster Risk Reduction, and (5) Disaster Emergency Response.

**PHOTO GALLERY**



**Director of Financial Inclusion Development of Indonesia Financial Services Authority (OJK) Eko Ariantoro** stated that Citi is expected to implement this program continuously to other cities as it will significantly help OJK in achieving its target to reach 75% Indonesian people will be financially inclusion by 2019.



**Country Head of Corporate Affairs Citi Indonesia Elvera N. Makki** handed over FEED Mobile report to **Director of Financial Inclusion Development of Indonesia's Financial Services Authority (OJK) Eko Ariantoro**.