



Press Release

For Immediate Release

## **Citi Indonesia CEO Batara Sianturi Wins Regional Responsible Business Leadership Award from Enterprise Asia**

**Jakarta, 3 July 2015** – The newly appointed Chief Executive Officer (CEO) for Citi Indonesia, Batara Sianturi, was recently commended for Responsible Business Leadership at the Asia Responsible Entrepreneurship Awards (AREA) held in Macau. Organized by Enterprise Asia, the awards ceremonies honored Asian businesses and leaders for championing sustainable and responsible entrepreneurship.

Based in Malaysia, Enterprise Asia is a non-profit organization committed to promote entrepreneurship development across the region. Meanwhile, AREA is an annual Asia-wide recognition program organized to encourage continued corporate leadership towards sustainable economic development.

Sianturi was awarded for the citizenship programs he led while serving as CEO for Citi Philippines. Between 2013 and 2015, he served as co-chair with Bangko Sentral ng Pilipinas Governor Amando Tetangco, Jr. in the annual nationwide search of outstanding micro business owners in the Citi Microentrepreneurship Awards. This program was awarded for Social Empowerment by Enterprise Asia in 2014. Sianturi's active participation has taken him to remote provinces, traveling from Luzon to Visayas to Mindanao, all as part of his efforts to understand the challenges that Filipino microentrepreneurs face.

Sianturi also took time to engage high potential micro business owners in the Citi Microenterprise Development Center, funded by Citi Foundation in partnership with Bayan Academy for Social Entrepreneurship. This program is also a recipient of the Social Empowerment Award by Enterprise Asia in 2013. Sianturi offered mentoring services on leadership, personal finance and business management to men and women hoping to scale their micro businesses to small and medium enterprises.

In the aftermath of the strongest typhoon to hit the country, Typhoon Haiyan, Sianturi mobilized his colleagues across the globe and helped raise US\$1 million to aid the survivors' immediate needs as well as long-term rebuilding.

In addition to all these, Sianturi actively campaigned for volunteerism in Citi Philippines, leading year round efforts to green communities, build homes, and mentor youth among others.

In receiving the award, Sianturi said, "At Citi, we take great pride in being deeply embedded into the markets in which we operate. As we help our clients create, grow and protect wealth, we realized that prosperity is best sustained where there is inclusive growth. I am fortunate to have been given the opportunity to drive these types of initiatives while in the Philippines. I look forward to deliver these commitments in Indonesia, and continue to champion financial inclusion."



Commenting on the award, Michael Zink, Head of ASEAN and CCO for Singapore said, "We are pleased that Batara, one of our senior leaders in ASEAN, is being recognized by Enterprise Asia for his significant contributions in the Philippines. As a 27-year veteran, Batara shares the ethos of Citi whereby we always seek to give back to the communities where we do business. I am confident that he will continue to make a difference in his home country of Indonesia, where he now leads the Citi franchise.

In his new role as CEO for Citi Indonesia, Batara will be responsible for all Citi businesses across the franchise in Indonesia. This is also Batara's third appointment as Country Head in his nearly three decades of career with Citi.

Prior to his Philippines assignment, Batara was the Regional Head for Hungary and 12 other countries in Eastern Europe, while serving as the Chief Executive Officer for Citi Hungary. During his 27 years of international banking experience with Citi, he has held a number of senior banking positions in Retail, Consumer and Marketing, Finance as well as in Country and Regional management.

An Indonesian national, in 2009, he was named as one of the Top 25 Executives in Indonesia by SWA Magazine and in 2013, was the recipient of the Golden Beehive Memorial Coin Award from the Hungarian Banking Association. In 2014, PeopleAsia magazine recognized him as a Men Who Matter awardee, recognizing his contributions to the banking services sector.

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Batara Sianturi, CCO Citi Indonesia receives the “Responsible Business Leadership” award at the “Asia Responsible Entrepreneurship Awards 2015.”



Tan Sri Dr Fong Chan Onn, chairman of Enterprise Asia (left) & Dato' William Ng, president of Enterprise Asia (right) presents the award to Batara Sianturi, CCO Citi Indonesia