

PRESS RELEASE

Citi Indonesia Generates Young Entrepreneurs with “Growing the Spirit: Youth Entrepreneur Initiative” Program

With Prestasi Junior Indonesia, Citi Raises Financial Savvy and Entrepreneurship for Young Generation in the Country.

Jakarta, February 16, 2015 – Through the corporate citizenship umbrella of Citi Peka (acronym for caring and creating something meaningful), Citi Indonesia in partnership with Prestasi Junior Indonesia will send students from SMKN 4 Denpasar, Bali, who have successfully established their start-up company, to South Korea to compete in the Asia Pacific Company of the Year Award. This effort is part of the “Growing the Spirit: Youth Entrepreneur Initiative” (YEI), a youth development program financed by Citi Foundation.

The student company 4DEM – formed by students of SMKN 4 Denpasar, Bali – won 1st place in the Student Company Program Competition in the national level, beating more than 40 other vocational schools (SMK). 4DEM was also selected as representative for Indonesia to compete at the next level, Asia Pacific Company of the Year, which will be held in Seoul, South Korea.

Elvera N. Makki, Country Head Corporate Affairs Citi Indonesia said, “We see that young generations today have become more active in entrepreneurship, which can be seen from the increased number of start-up businesses that are growing in the country. Based on the results of Accelerating Pathways Survey that was conducted by the Economist Intelligence Unit (EIU) and commissioned by Citi Foundation, nearly 80 percent of youths in the Asia Pacific region, including Jakarta, showed great interest for entrepreneurship. Such entrepreneurial spirit encourages Citi to continue to support and upgrade the young generation’s capabilities in creating and running their business.

Through activities that have been running for two years, students from various high schools and vocational schools received guidance from Prestasi Junior Indonesia and Citi Peka’s volunteers to start a business, expand their knowledge on skills and creativities to create innovative products, and insight needed to become successful entrepreneur. Participating students came from various high schools and vocational schools in six cities, namely Jakarta, Bandung, Denpasar, Semarang, Surabaya, and Medan.

4DEM is a student company that produces and sells unique natural soaps with the brand *Balitural*. All ingredients for the soaps are purchased directly from local farmers with the

spirit to revive local economy in Bali and to promote more love toward domestic products. Through the JA Be Entrepreneurial and JA Company programs, students were trained and given opportunities to conduct site visits so that they can observe and learn directly on how actual businesses are established.

“The company formed by students from SMKN 4 Denpasar proved that Indonesia’s young generations have high entrepreneurial spirit and are able to compete. The partnership with Citi Indonesia that has existed for the last two years is aimed to prepare youths in facing the global economy,” said **Rob Gardiner, Management Advisor Junior Achievement Indonesia.**

“We are very excited with the opportunity provided by Citi Indonesia and Prestasi Junior. The series of trainings that were also presented by Citi Volunteers and the strengthening of entrepreneurial competition have helped us in gaining valuable experiences and resulted in us winning the national competition and now ready to represent Indonesia in the international arena. 4DEM hopes that this effort can inspire other young entrepreneurs in the country”, according to **Rizki Aatila Salmanita Gautama, 16 years old, President Director 4DEM Student Company.**

“4DEM is a solid proof that the younger generation can rise up to be independent and self-employed. Moreover, they can help improve the lives of the surrounding communities. This type of programs should be highly praised and supported, particularly in providing entrepreneurial opportunities and competence in facing market challenges domestically and abroad,” said **Diana Rikasari, fashion blogger, renowned young entrepreneur and owner of Up shoes.**

“The main focus of Citi Peka in this program is youth economy opportunity that helps young generation to get better economic opportunities. Therefore, they are not only trained to be smart and productive at work, but also received guidance on how to create jobs. In line with the agenda of the Financial Services Authority (OJK), the program also teaches young people in the area of financial inclusion, financial literacy, and financial education,” added **Elvera N. Makki.**

Youth Entrepreneurship Initiative (YEI) is one of Citi Peka corporate citizenship activities. Since its establishment 16 years ago, Citi Peka program currently focuses on youth entrepreneurship; financial education for women, children, and farmers; mentoring and recognition for micro-entrepreneurs; as well as access and financial inclusion for farmers.



Citi Foundation



About Citi Indonesia

Citi, a global leading financial services company, has approximately 200 million customers with business transactions in more than 140 countries. Citi offers a range of products and financial services to individuals, corporations, government, and institutions. Those products include retail banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. Citi has been established in Indonesia since. Citi operates 18 branches in six major cities – Jakarta, Bandung, Surabaya, Semarang, Medan, and Denpasar. Citi has one of the largest customer payment networks in the nation with more than 33,000 payment points and one of the largest corporate distribution networks in the country with 4,800 locations across 34 provinces.

Throughout 2015, Citi has received various awards including “Best Foreign Bank” from Triple A Asset Awards, “Best Tax Payment Bank in Indonesia” from KPPN VII Kantor Pajak Indonesia, “Best Service Provider - Transaction Bank” from The Asset Magazine, “Service Quality Awards 2015” from Service Excellence Magazine together with Carre – Center for Customer Satisfaction & Loyalty (Carre CCSL), “Best Foreign Bank in Indonesia” from Global Banking & Finance Review, “Best Consumer Digital Bank 2015” (Indonesia) from Global Finance Magazine. For further information go to website: www.citigroup.com | Twitter: @citi Youtube: www.youtube.com/citi | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi.

About Citi Peka

Established since 1998, Citi Peka (Care and Work) is an umbrella for all Citi Indonesia’s community activities funded by the Citi Foundation. Citi Peka program focuses on empowerment and respect for entrepreneurs and microfinance institutions; upgrading of youth entrepreneurship; as well as financial capacity building for school-age children, farmers, and mature women in the operational area of Citi Indonesia.

For more than 15 years, Citi Peka has cooperated with over 31 organizations to implement 23 programs with funding of more than USD8 million to reach more than 800,000 individuals. With the principle of *More than Philanthropy*, Citi Peka involves more than 90 percent of Citi employees to become volunteers in various community activities.

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.

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PHOTO GALLERY



*Citi Indonesia through the corporate citizenship umbrella, Citi Peka (Peduli dan Berkarya), in partnership with Prestasi Junior Indonesia will send students from SMKN 4 Denpasar, Bali, who have successfully established their start-up student company – 4DEM, to South Korea to compete in the Asia Pacific Company of the Year Award. This activity is also part of development and competition in economic and entrepreneurship, Growing the Spirit: Youth Entrepreneur Initiative (YEI) programs. Through this YEI program for the period of 2014 – 2015, 4DEM Student Company, successfully won the nationwide Student Company Program competition with over 40 participants from other vocational school (SMK). (From left to right) **Management Advisor, Prestasi Junior Indonesia, Rob Gardiner; Country Head Corporate Affairs, Citi Indonesia, Elvera N. Makki; Blogger dan Pengusaha Muda, Diana Rikasari, serta President Director 4DEM Student Center, Salmanita R. A Gautama, on today's 'Youth Entrepreneur Initiative' sharing session in Jakarta.***



*Citi Indonesia is committed to support youth generation for a better economic opportunity. Through the corporate citizenship umbrella, Citi Peka (Peduli dan Berkarya) in partnership with Prestasi Junior Indonesia, held the 'Youth Entrepreneur Initiative' (YEI) sharing session followed by the 6 students representatives from different high school and vocational school (SMA/SMK) in Jakarta. The sharing session was aimed to give information and experience on entrepreneurship for the youth generation in order to be able to highly competitive and compete. On the picture **Country Head Corporate Affairs, Citi Indonesia, Elvera N. Makki; Management Advisor, Prestasi Junior Indonesia, Rob Gardiner; President Director 4DEM Student Center, Salmanita R. A Gautama; Blogger dan Pengusaha Muda, Diana Rikasari** together with SMA/SMK students*