



PRESS RELEASE

Citi Prestige Presents a Photography Exhibition “Hidden Realm: Underwater Series 2”

Photographer Dedy Koswara reveals Indonesia’s underwater beauty and treasure.

Jakarta, March 10, 2016 – In supporting affluent lifestyle including in premium traveling, photography, and art, Citi Indonesia through Citi Prestige, presents a photography exhibition by Dedy Koswara. Taken in 2015, the photo exhibition highlights under water’s beauty and treasure in the archipelago, namely in Aceh, Jailolo, and Derawan. The exhibition entitled “**Hidden Realm: Underwater Series 2**” will be held until Sunday, March 20, 2016 at the ground floor area of Pacific Place SCBD, Jakarta.

Vikas Kumar, Head of Cards and Loans Citi Indonesia said, “Today, traveling and photography are an integral part of Indonesia’s affluent lifestyle, especially for Citi Prestige card holders. Aside from traveling abroad, travelers have also selected Indonesia as their premium holiday destinations. Our support of Dedy Koswara’s work is a concrete manifestation of our appreciation for the advancement of tourism and Indonesian artists.”

There is a growing affection towards Indonesian culture and natural heritage amongst the affluent segment in Indonesia. This can be seen from the increasing number of premium local tourists visiting and exploring marine destinations which are known to be exotic and exclusive. “With Citi Prestige, we offer valuable experience and exceptional ‘taste’ for premium travelers. This is in line with Citi Prestige Credit Card pillars which are rewards, travel, lifestyle, and global as well as local access to premium services,” Vikas added.

In line with ISA Art Advisory’s vision in bringing premium artworks to public space, Citi Prestige and Dedy Koswara showcases twelve highly curated photos which reveal the beauty of underwater world, such as coral reefs, sea anemones, and a variety of fish including the wondrous whale sharks. These works will bring visitors to feel the uniqueness of the hidden and fascinating lives under the sea.

Dedy Koswara sees the lives underwater as captivating. He took on this interest since he was young. In 1998, Dedy learned how to dive and he chose photography as the medium to capture the underwater beauty.

“I really appreciate the support provided by Citi Prestige to artists and tourism in Indonesia. Through this opportunity, I can share my love for traveling and photography. The last three years were extraordinary times for my creative life where I got to explore the archipelago, searching the hidden beauty of Indonesia,” said **Dedy Koswara, Indonesian Photographer**.

Through this event, we hope that the beauty of Indonesian nature as well as its tourism will be widely exposed and provide inspiration to premium travelers, and motivate local artists to promote Indonesia through their works,” Vikas concluded.



During the exhibition period, visitors can enjoy the following privileges:

- Applicants of Citi Prestige Card that submitted their application through Citi Sales during the exhibition can also get 10% discount for the purchase of the displayed Dedy Koswara's work.
- Visitors can participate in photo competition where they can take photos inside the booth in exhibition area:
 - Visitors must upload the photo into their Facebook or Instagram account with hashtag #CitiPrestige and #Indonesia. The competition is held until March 31, 2016.
 - Three participants with the most 'like', either on their Facebook or Instagram account will win main prize from Galeries Lafayette worth of IDR 2,500,000.
- For visitors who participated in the photo competition, they can receive a voucher worth of IDR 100,000 from Galeries Lafayette, by showing their uploaded photos. **terms and conditions apply*

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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 in Indonesia since 1968. Citi operates 14 branches in six major cities – Jakarta, Bandung, Surabaya, Semarang, Medan, and Denpasar. Citi also has consumer transaction networks with more than 33,000 payment points and corporate distribution networks at 4,800 locations across 34 provinces.

Citi Peka (Peduli dan Berkarya) is an umbrella for all Citi Indonesia's community activities funded by the Citi Foundation. Established since 1998, 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 17 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.

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.

PHOTO GALLERY



Citi Indonesia through Citi Prestige, presents a photography exhibition by Indonesia's artist, Dedy Koswara. Highlighting under water's beauty of Indonesia, the photo exhibition entitled "**Hidden Realm: Underwater Series 2**" will be held until Sunday, March 20, 2016 at Pacific Place SCBD, Ground Floor, Jakarta. This photo exhibition is a proof that Citi Prestige supports the development of Indonesia's tourism and local artists. Left to Right: **Indonesia Photographer Dedy Koswara, CEO Citi Indonesia Batara Sianturi, Founder ISA Art Advisory Deborah Carr Iskandar, and Head of Cards and Loans Citi Indonesia Vikas Kumar** at the opening of the photography exhibition at Pacific Place SCBD, Ground Floor, Jakarta.



Right to Left: *Fashion Designer Tex Saverio, Country Head Corporate Affairs Citi Indonesia Elvera N. Makki, and Photographer Dedy Koswara, Head of Cards and Loans Citi Indonesia, Vikas Kumar.*