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**CITI COMMERCIAL BANK COLLABORATES WITH THE BUSINESS TIMES  
BUDDING ARTISTS FUND TO DESIGN CALENDAR AND RED PACKET FOR 2016**

Citi Commercial Bank (CCB) and The Business Times Budding Artists Fund (BT BAF) collaborated on an inaugural art competition, where the winning designs will be featured in CCB's 2016 calendar and Lunar New Year red packets. It is a first for any business group in Citi Singapore to commission a not-for-profit organisation for the design of its marketing collaterals.

In August, 37 visual artists aged between 7 and 19 years old embarked on an art competition with the theme of "Transformation and Innovation in Banking in the Next 50 Years" for the calendar and "Spring Flowers" for the red packet. The final 12 pieces of artwork for the calendar and the top 3 designs for the red packet were selected in a judging session on 28 September.

The winning artworks will be featured in the calendars and red packets that will be distributed to the clients of Citi Commercial Bank. Each month of the calendar features one of the 12 winning paintings, accompanied by a profile of the artist and a description of the painting and its significance. Citi Commercial Bankers also painted a special mural together with the BT BAF visual artists that will front the cover of this special edition calendar. It is a colourful collage of Citi's offices against the Singapore landscape, which is a representation of Citi's commitment to provide financial solutions and banking convenience in Singapore since 1902.

In recognition of the efforts and excellent work of the visual artists, winners of the art competition received prizes from Alvin Tay, Chairman of The Business Times Budding Artists Fund and Editor of the Business Times, Colin Goh, CEO of The RICE Company, Shally Koh, Sales Head of Citi Commercial Bank Singapore and Lin Hsiu Yi, Head of Citi Commercial Bank Singapore, at an awards ceremony held at The LUXE Art Museum.

Ms Lin Hsiu Yi, said, "Citi is a keen supporter of The Business Times Budding Artists Fund (BT BAF) to nurture the artistic potential of underprivileged children. As we believe in making an impact beyond philanthropy, we are glad to provide a platform for the visual artists of BT BAF to showcase their artistic talents, and raise awareness and support for BT BAF amongst our clients. I am very impressed with the creativity and vision of these young artists. They have

expressed interesting concepts and ideas on the future of banking. For example, one of the paintings by a nine year old illustrates the transformation of physical money to virtual money in the “clouds”.

Mr Alvin Tay, Chairman of The Business Times Budding Artists Fund (BT BAF), shared, “Citi Singapore is one of the earliest supporters of The Business Times Budding Artists Fund (BT BAF). The Citi-BT BAF partnership has created many opportunities for talented, but financially-disadvantaged children, to showcase their talent and craft. This effort has been instrumental as we journeyed over the past ten years to support the ambitions of young budding artists and nurture confident, resilient children.”

BT BAF provides fully-sponsored two-year arts training programmes for children and youth from low-income families so that they can pursue their artistic talents in music, dance, theatre and visual arts. More than 13,000 children and youths have benefited from these programmes. Today, BT BAF supports more than 500 children and youths as well as two arts training centres – The Little Arts Academy and 10 Square @ Orchard Central.

Since the inception of BT BAF in 2005, Citi Singapore has supported BT BAF with various donation drives and staff fundraising initiatives to improve the lives of underprivileged children in Singapore. The total contribution adds up to S\$1.6 million to date.

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## **Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

### **Citi Commercial Bank**

Citi Commercial Bank was founded in 2000 in order to provide dedicated, specialised support to Small-Medium and Mid-Market Enterprises around the globe. Today, Citi Commercial Bank serves clients in 32 countries, and with a combination of expert relationship managers and a full suite of cash, treasury and trade financing solutions, it has quickly grown to become one of the top global commercial banks in the 15 years since inception. In Singapore, Citi Commercial Bank has carved a niche for itself as a thought partner and enabler to Small-Medium and Mid-Market Enterprises, riding on its breadth of products and services and expertise in risk control, to provide the best in trade finance, cash and treasury management to its clients. It is also a recognised partner in supporting both local and foreign firms in their expansion out of Singapore into the region.

### **The Business Times Budding Artists Fund**

Initiated in 2004 and adopted by The Business Times in 2005, The Business Times Budding Artists Fund (BT BAF) originated from a conviction that no child with the strong interest and potential in the arts should be denied the opportunity to develop his or her talents due to a lack of financial resources. Since 2005, BT BAF has reached out to more than 13,000 financially-disadvantaged children and youth, between the ages of 5 to 19 years old, through a variety of programmes including a structured arts training programme, arts camps, workshops and signature events. BT BAF supports two arts training centres, The Little Arts Academy and 10 Square @ Orchard Central, and is managed by The RICE Company Limited. For more information, visit [www.baf.sg](http://www.baf.sg)

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