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Citi Singapore

14 June 2015

More than 5,600 Citibankers and their families come together in celebration of Citi's 10th Global Community Day to serve the community

A new record in the Singapore Book of Records with the "Most Number of People Painting a Singapore Map" also raised funds for the Citi-South East CDC MoneyWise Matched Savings Programme

More than 2,200 Citi employees and their family members participated in a financial literacy-themed Global Community Day and Family Day at the Financial Literacy Fiesta held at the SMU Campus Green on Saturday. The event is Citi Singapore's celebration of Citi's 10th Global Community Day that brings together Citi employees globally on a single day to serve communities around the world. It was the first event to be held at the carnival site of the three-day Financial Literacy Fiesta, an SG50 initiative jointly organised by Citi and Singapore Management University that aims to create greater awareness of financial literacy. Mr Seah Kian Peng, Vice Chairman of South East Community Development Council, graced the event on 13 June as its Guest-of-Honour.

The event saw Citibankers participating in various interactive financial literacy themed carnival games as well as a Financial Heritage Trail that features an exhibition with the Singapore Mint on the evolution of the Singapore currency over the decades. The games included a "Fiesta Stock Exchange" that mimics the rate of returns of stock and bonds over different economic cycles and "Matchy-Match" that aims to highlight important financial figures such as the CPF minimum sum and CPF withdrawal age.

In addition, Citi Singapore also registered a record in the Singapore Book of Records with the "Most Number of People Painting a Singapore Map", with handprints contributed by Citibankers on Singapore map measuring six metres by three metres. The activity raised an additional S\$10,000 for Citi-South East CDC MoneyWise Matched Savings Programme 2016, in addition to a Citi Foundation grant of S\$72,000. The funds will support the programme, that was jointly launched by Citi and South East CDC in 2011, to help low-income students pick up the valuable habit of saving from a young age. Mr Seah Kian Peng, Vice Chairman of South East Community Development Council, graced the event as its Guest-of-Honour.

The Family Day and Global Community Day carnival was the marquee event of a series of community initiatives that spanned over a month. In addition to the participants on Global Community Day, more 560 Citibankers participated in 20 volunteer events and more than 600 donors supported various donation drives, including Red Cross blood donation and a food drive for the Food Bank. 10 of the volunteer events also benefited Voluntary Welfare Organisations (VWOs) under the President's Challenge 2015. A total of 20 VWOs and their beneficiaries representing different sectors are being engaged through the volunteer events.

Last week, 2300 Citibankers also actively supported the 3M Step Up Challenge that was held at both Asia Square and Changi Business Park offices. A total of 314,076 steps were recorded and the initiative helped to raise essential products sponsored by 3M to benefit more than 150 underprivileged families in the South East district of Singapore.

Mr. Michael Zink, Head of ASEAN and Citi Country Officer for Singapore said, "Global Community Day has become a proud tradition at Citi and this year, we celebrate its 10th anniversary. It is an annual opportunity for employees, clients, family and friends around the world to come together as a global Citi volunteer team to serve the community, in addition to our volunteering efforts throughout the year. I am heartened by the keen demonstration of the commitment and compassion of our staff for community service."

"Promote the culture of giving is one of our core missions at South East CDC. We are honoured to partner Citi Singapore to co-develop community programmes, ranging from matched-saving programme for the low-income children to food distribution to the lonely seniors, for its staff to do good for the vulnerable residents in South East District. Today, we are heartened to have more than 4,500 Citi's staff and family members stepping forward to give back and help the vulnerable families in the South East District. We hope that more corporate organisations can be like Citi Singapore and work with us to help those vulnerable families in our District."", said Mr Kia Siang Wei, General Manager, South East Community Development Council.

A total of 5,660 volunteers consisting of staff, family members and friends in Citi Singapore was part of the 75,000 Citi volunteers gathered in 93 countries around the world to participate in more than 1,200 service projects to benefit local communities. In addition to rolling up their sleeves, Citi volunteers and community partners around the world communicated about their experiences on Twitter using the hashtag #CitiVolunteers.

Citi Singapore would like to thank these partnering Voluntary Welfare Organisations:

- AIDHA
- APEX
- APSN Katong*
- Beyond Social Services*
- Bishan Home for the Intellectually Disabled
- CARE Singapore*
- Causes for Animals
- Down Syndrome Association*
- En Community Services Society*
- Food Bank
- Movement for the Intellectually Disabled of Singapore (MINDS)
- Singapore Association Of The Visually Handicapped (SAVH)
- Salvation Army
- Singapore Cancer Society
- Singapore Disability Sports Council
- Singapore National Paralympic Council*
- Society for the Physically Disabled (SPD)*
- Singapore Red Cross
- Willing Hearts
- Xin Yuan Community Care*

**Note: Beneficiaries of President's Challenge 2015*

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About 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.

About Citi Global Community Day

Global Community Day serves as an annual opportunity for Citi employees, alumni, family and friends around the world to gather as one to demonstrate a shared commitment to its communities - a commitment that is carried out year-round by many employees who regularly volunteer their time. This shared commitment has been embodied in Citi employees since the company was established in 1812.

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