



For Immediate Release  
Citigroup Inc. (NYSE: C)  
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## **Citi Launches Global E for Education 2016 Charity Campaign**

*CitiFX will donate \$1 for every \$1 million of FX transacted electronically*

**Hong Kong** – Citi has launched the fourth annual 'E for Education' charity campaign, a global initiative which has raised over \$12 million for education focused charities. Citi's FX business will donate \$1 for every \$1 million of FX transacted electronically between 12 September to 18 November 2016.

The 10-week charity campaign stretches across Citi's offices in the United States, Europe, Middle East, Africa, Asia and Latin America. All proceeds will go to seven charities. Throughout the campaign there will also be a series of activities involving local schools including classroom teach-ins by staff, student CV clinics and trading floor visits.

Nadir Mahmud, Global Head of Foreign Exchange and Local Markets at Citi, said: "We are very proud of our campaign and this forms a key component of our corporate social responsibility. We believe that educating today's youth is one of the most powerful ways to make the world a better place. CitiFX provides these chosen charities with the funding necessary to provide children around the world with educational opportunities they may not otherwise have."

Since its inception three years ago, CitiFX's charity campaign has made a significant difference and improved the lives of children around the world by helping to provide the necessary resources such as training teachers, building and refurbishing schools and libraries. In addition, it has helped to address safety issues in educational premises and develop key language and computer skills.

Historically, the E for Education campaign has run on Citi's award-winning FX channels only - Citi Velocity and CitiFX Pulse. This year Citi is extending the campaign to include multi-dealer platforms to achieve maximum participation from its globally diversified client base.

Marta Cabrera, EMpower's president, said: "Citi's E for Education has given a huge boost to our work in youth education. We have been able to expand and deepen our support of outstanding organizations in 15 countries world-wide, keeping girls in school in India, teaching computer and language skills in Africa and giving young people more opportunity for a better future. Citi's support has been a game-changer, and has made a critical difference in the lives of thousands of young people."

Citi is working with the following seven charities:

- Empower: supports at-risk youth in education
- SkillForce: uses veterans' skills to help young people succeed
- Room to Read: gives children in developing countries access to education

- Civic Builders: builds environments fit for learning
- Teach First: Puts great teachers in challenging schools
- Fallen Patriots: educate children who have lost a parent in the US military
- Uncommon Schools: open schools in low income areas

James Bindler, Citi's Global Head of G10 FX, said: "This year we intend to grow our donations even more. We believe that we have a fundamental responsibility to help our communities address their economic and social challenges. Our E for Education campaign leverages the enormous expertise of Citi, our staff and charity partners to help increase financial inclusion and catalyze job opportunities for youth."

John Wood, Founder of Room to Read, said: "Room to Read is firmly committed to our partnerships within the financial community that support global education. Citi's ongoing investment in the next generation of leaders through its E for Education campaign ensures that tens of thousands of children supported by Room to Read's programs are given the opportunity to succeed both inside and outside the classroom."

#### **Notes to editors:**

The E for Education campaign is closely tied to Citi's Mission and Value Proposition. As part of this, Citi is committed to helping its clients and communities to tackle the world's toughest challenges. Citi's FXLM business has taken on the challenge of illiteracy with its E for Education campaign, reaffirming Citi's Mission and Value Proposition.

#### **About Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Through Citicorp and Citi Holdings, 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.

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