



For Immediate Release
Citi (NYSE symbol: C)
June 23, 2014

The Citi-HKCSS Community Intern Program builds bridges between business and community

Hong Kong – This year, 80 business students in the Citi-HKCSS Community Intern Program (CIP) will have the unique opportunity to intern in local NGOs (non-governmental organizations) and contribute their business knowledge and creative ideas through actual projects to help these organizations build capacity. Since the launch, more than 200 students have benefited from the program.

This is the fourth year this first-of-its-kind cross-sector collaboration between academia, business and NGO sector has been organized. A record 80 selected business school students will be placed in 40 NGOs serving various groups including low-income, elderly and persons with disabilities as well as helping in environmental conservation. Sponsored and organized by Citi, and co-organized by the Hong Kong Council of Social Service (HKCSS), CIP aims to cultivate Hong Kong's future business leaders to be more caring and responsible individuals through a broadened understanding of the community's needs and challenges and the ideals of CSR (corporate social responsibility).

Weber Lo, Citi Country Officer and CEO for Hong Kong and Macau said, "We are delighted to see the continued overwhelming response through the years in this fruitful cross-sector collaboration. Not only will these future business leaders be nurtured to have an understanding of CSR, but we will also help to create a talent pool of managers with interest and experience in sustainable community development."

Chua Hoi-wai, Chief Executive of HKCSS expressed, "The program integrates the wisdom and partnership of business, academic and the welfare sectors. It enables local university students to reach out to community and the underprivileged, cultivates future business leaders with a caring heart on society. At the same time, agencies are enriched with new ideas and energy wherein their business development is enhanced. Interns are encouraged to cherish more on the human and interpersonal dimension during the internship."

The internships will take place between July to August 2014 and target year two or three undergraduates majoring in business studies at Hong Kong universities. The interns will work in pairs to use their knowledge to assist their assigned NGOs in various projects including fundraising, brand-building, operations as well as social service. To better equip for the internships, participants will also be given 20 hours of in-depth training on skills set for working in NGOs and to enrich their knowledge on pressing community issues such as the poverty gap, aging population as well as environmental conservation. The training comprises seminars on CSR and cross-

sector partnerships; visits to non-profits and social enterprises; opportunities to interact with various underprivileged groups, as well as volunteering activities.

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.

Additional information may be found at www.citigroup.com | Twitter: [@Citi](https://twitter.com/Citi) | YouTube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

About HKCSS

The HKCSS is an umbrella organisation of over 400 agency members that provide over 90% of the social welfare services in Hong Kong. HKCSS launched the Caring Company Scheme in 2002 to build a cohesive society by promoting strategic partnership among business and social service partners and inspiring corporate social responsibility through caring for the community, employees and the environment. HKCSS puts much effort in building capacity for NGOs through the HKCSS Institute, with the continuous support from Citi, its founding corporate partner.

Additional information may be found at www.hkcss.org.hk | Facebook: www.facebook.com/hkcss