



**For immediate release**  
**Citigroup Inc. (NYSE symbol: C)**  
**January 12, 2012**

**Citi Launches Fourth *Agent Penny* Series**  
**- Instilling Financial Literacy in Primary School Students -**

(Hong Kong) Citi today launches the fourth *Agent Penny* series – *Agent Penny and Will Power in Final Payback*. The *Agent Penny* series is part of Citi's Financial Education Series in Hong Kong funded by the Citi Foundation with the aim of inculcating in primary students proper money management concepts and the importance of building a sense of financial responsibility.

Co-organized by Citi and the Learning Society and supported by the Education Bureau, the *Agent Penny* series promotes financial literacy in the form of comic books and dramas designed to appeal to primary school students aged 10-12. Stories on saving, budgeting, spending, foreign exchange, and using credit wisely are addressed in the latest series. In addition, over 100 school shows will be organized in order to reach out to more than 30,000 primary school students.

Ms. Christine Lam, Deputy Country Business Manager, Citibank Global Consumer Group, said, "In view of the growing complexity of society, we believe financial education should start as early as in primary school. In the *Agent Penny* series, important money concepts have deliberately been included in the comic books and dramas, which engage students to learn in a more lively and practical way. We are proud to present this financial education comic again and we hope students can put the saving and budgeting knowledge learnt to good use. The concept of donations included in this series encourages them to serve the community."

At the launch event and inaugural drama today, famous DJ and TV host Jerry Lamb (林曉峰) and his wife Lily Hong (康子妮) were invited to play the roles of Uncle Lo and Auntie Lily, and interacted with the audience and children regarding different financial management issue and topics. They also shared their experience on educating their own children about sound financial management concepts in real life.

In order to engage primary school students in Hong Kong to embrace responsible financing, this year, an inter-school drama competition will be hosted in which students need to demonstrate money concepts and resolve a finance challenge by inventing a new ending for a story in the fourth *Agent Penny* series.

The *Agent Penny* series is part of Citi's Financial Education Series in Hong Kong funded by the Citi Foundation with the aim to promoting financial literacy among young people of different ages. Citi shares the belief that financial education helps people make more informed financial decisions, thereby improving the quality of life for individuals and families, and strengthening communities around the world.

A local professional theater group, Jumbo Kids, is responsible for the drama production in Hong Kong. A specially designed website at [www.kidswealthfoundation.org](http://www.kidswealthfoundation.org) provides teachers and parents with interactive online resources to reinforce the financial know-how that students gain through the comic book and drama.

###

### **Citi Foundation**

The Citi Foundation is committed to the economic empowerment and financial inclusion of individuals and families, particularly those in need, in the communities where we work so that they can improve their standard of living. Globally, the Citi Foundation targets its strategic giving to priority focus areas: Microfinance, Enterprise Development, Youth Education and Livelihoods, and Financial Capability and Asset Building. The Citi Foundation works with its partners in Microfinance and Enterprise Development to support environmental programs and innovations. Additional information can be found at [www.citifoundation.com](http://www.citifoundation.com).

### **Citi**

Citi, the leading global financial services company, 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](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

### **Learning Society**

The Learning Society was established in 2000 as a public service organization with the goals of promoting and supporting progressive educational programs for adults and children. The current focus of our efforts is in early childhood education and teacher development and financial literacy projects with corporate partner Citi Foundation within the Asia region. More information can be found at [www.learningsociety.org](http://www.learningsociety.org).



Citi Foundation

