



For immediate release
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Citi and Po Leung Kuk Kick off Fifth “Agent Penny and Will Power” Series
Promoting Financial Literacy among Primary School Students

(Hong Kong) Citi and Po Leung Kuk today held the kick-off ceremony of the fifth “*Agent Penny and Will Power*” series. Funded by Citi Foundation and supported by the Education Bureau of the Hong Kong Government, the “*Agent Penny and Will Power*” series aims to promote financial literacy in the form of a comic book and drama designed for upper-primary school students aged 10-12 in Hong Kong.

At the kick-off ceremony, the premiere of the latest episode of “Agent Penny and Will Power” school show, performed by professional local theater group Jumbo Kids, was staged. More than 130 students and teachers from PLK Gold & Silver Exchange Society Pershing Tsang School had the opportunity to get a first glimpse of the drama that is scheduled to visit more than 55 primary schools in Hong Kong this year.

Ms. Christine Lam, Country Business Manager, Citibank Global Consumer Banking, Hong Kong said, “Citi is very delighted to partner with Po Leung Kuk this year to launch the fifth ‘*Agent Penny and Will Power*’ series, which is an iconic financial education program of Citi. Through this program, we aim to inculcate proper money management concepts and build a sense of financial responsibility among the youth. Leveraging Po Leung Kuk’s established community network, we believe the program can reach more students in different groups and segments this year, educating them at early life stage on basic but important financial knowledge that will have a life-long impact on their financial wellbeing.”

Dr. Eric K. C. Cheng, MH, OStJ, JP, Chairman of Po Leung Kuk said, “Po Leung Kuk is pleased to be one of the working partners of Citi’s global financial education program, as well as the first non-governmental organization in Hong Kong region to assist in the program launch for students of primary schools. It is a brand-new form of cooperation between business, schools and social services organization, aiming to convey the messages of proper money management to the community. ”



Citi Foundation



Since its launch in 2005, the “Agent Penny and Will Power” series has reached around 100,000 primary school students with over 400 school shows and community shows held. This year’s program targets to reach over 10,000 students and will be concluded with the year-end inter-school drama competition. This year, the series also features for the first time Parents and Teachers Workshops that aim to equip parents and teachers with the necessary skills to effectively deliver financial education to their kids and students. A special compendium that combines the previous four series of the “Agent Penny and Will Power” comic books -- “Life Savings”, “Operation Finance”, “Budget Bootcamp” and “Final Payback” will be published, featuring 20 interesting stories on budgeting, savings, using credit wisely and more. The compendium will be distributed to designated primary schools.

The newly-revamped “Agent Penny and Will Power” website (www.agentpenny.com) has been launched where students can download the comic books. The website also features online resources to help teachers and parents reinforce the financial know-how that students gain through the comic book and drama.

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Citi Hong Kong supports and participates in the "Banks and the Community, We Care, We Share" Campaign of HKAB to reach out and serve the less privileged sections of our community. Please visit the website of HKAB at www.hkab.org.hk or the Campaign's Facebook page (<http://www.facebook.com/HKAB.org.hk>) for more information!

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.

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About 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.

About Po Leung Kuk

Founded in 1878, Po Leung Kuk, as one of the largest charity organizations in Hong Kong, has been serving Hong Kong for 135 years with its objective of “Protecting the Young and the Innocent” (保赤安良). Currently, the Kuk has 250 units strategically located in Hong Kong and provides services in social welfare, education, recreation and cultural fields. The service attendance at the Kuk exceeds 500,000 annually. For more information about Po Leung Kuk, please go to www.poleungkuk.org.hk.

