



For immediate release
Citigroup Inc. (NYSE symbol: C)
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***Citibank Launches the 2nd Youth Leadership Program
Fostering Scions of Commercial Bank Clients
to be Leaders of the Next Generation***

(Hong Kong) Leveraging on the success of last year's pilot program, which received an overwhelming response from commercial bank clients and their children, Citibank is launching the 2nd Youth Leadership Program this year exclusively for the next generation of children, aged 16-19, of Citi Commercial Bank's clients. The program, a collaboration between Citibank and Institute for Entrepreneurship (IfE), The Hong Kong Polytechnic University, aims at providing quality leadership and entrepreneurship training to scions of successful businesses and instilling in them a passion and desire to become future business leaders.

The approximately 300,000 companies in Hong Kong constitute more than 98% of business establishments and employ about 50% of the workforce in the private sector. Their vitality and business performance are of crucial importance to the development of the Hong Kong economy. To enhance Hong Kong's overall competitiveness and to achieve sustainable economic development, a comprehensive and systematic process of cultivating the next generation at an early age will lay a good foundation for them to become socially and financially responsible individuals and inspire them to be progressive and accountable leaders.

Anson Kwok, Head of Citi Commercial Bank, Citi Hong Kong said, "*It is hard to start an enterprise, yet harder to keep it going*". As a valued banking partner of Commercial Bank clients, Citi Commercial Bank not only provides financial support to our clients, but also matches their needs on talent development, and this is why we are organizing the Youth Leadership Program for the next generation. We are glad to partner once again with The Hong Kong Polytechnic University in introducing the program to our clients' children. Through this program, we hope participants can benefit from all the activities to broaden their knowledge of business and operations, understand their own personalities as well as equip themselves to be socially responsible individuals in communities where their family business or their future career is developed."

Ms. May Lo, Assistant Director of Institute for Entrepreneurship, The Hong Kong Polytechnic University said, "It is The Hong Kong Polytechnic University as well as IfE's mission to foster and promote innovation and entrepreneurial culture in the University and the community. Given the successful and encouraging feedback from last year, we are very happy to partner with Citibank again this year to introduce the program to the teenagers. The program not only will teach

them concepts and theories of entrepreneurship, but more important is to inspire them the entrepreneurial spirit to become the future leaders of Hong Kong.”

The Youth Leadership Program is a two-week course organized and run by the Institute for Entrepreneurship of The Hong Kong Polytechnic University. The program covers the essentials of starting a successful business and explores key topics in entrepreneurship, including writing a business plan, having an innovative marketing strategy, and developing creative thinking. In the final session, participants will present their new products or services through their video assignment. The program includes:

Lectures

- Qualities of a Entrepreneur
- Enterprise Planning
- Digital AV Production
- Marketing Strategy
- Understanding Corporate Social Responsibility

Activities / Workshops

- Creative Thinking Workshop
- Team Building Day Camp
- Field Visit – China
- Student Presentations
- A Dialogue with CEOs

A total of 40 students have been admitted to the course. All participants who complete the course will be awarded a Certificate of Attainment.

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About 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.

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