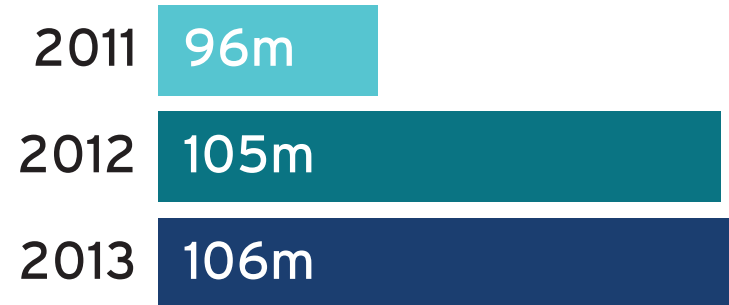


At Citi, we are making the big picture a little better in communities around the globe, where we live, work and do business. Our philosophy is based on making grant investments towards financial inclusion and economic empowerment, encouraging employee engagement with communities and supporting local charitable causes. Grant investments made by Citi Foundation, the global philanthropic arm of Citigroup, support programs that enable low-income households to access the formal financial sector, improve production skills, establish sustainable enterprises and manage their finances better.

Globally the four focus areas of Citi Foundation are: Microfinance, Financial Capability and Asset Building Enterprise Development and Youth Education and Livelihood. In India, we support programs in all four areas however, keeping in mind national priorities, the most important theme for our grant making efforts is financial inclusion, which we believe requires access to finance combined with efforts that build financial capabilities of the population at large.

Another important element of our grant investment strategy is initiatives that empower communities economically through enterprise development and access to markets.

Grant Amounts

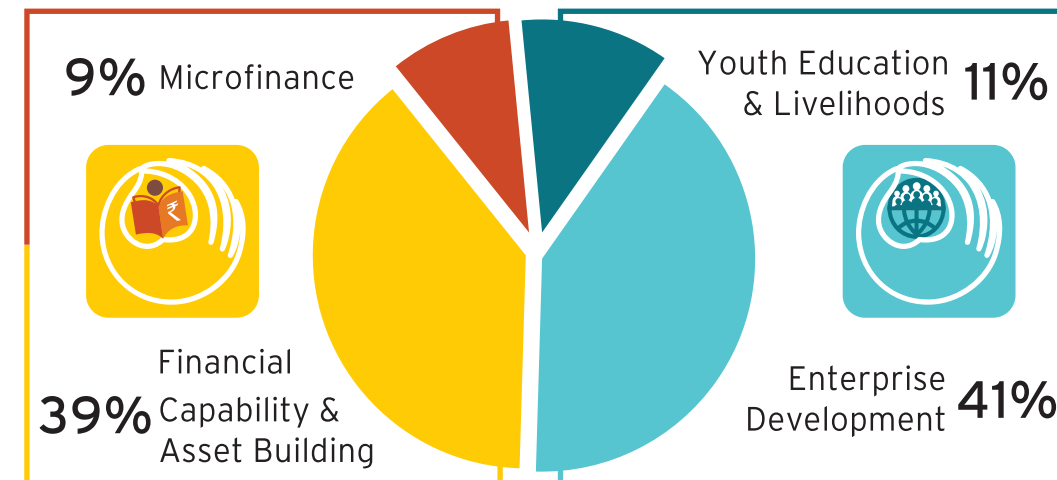


Creating Capability

Toward financial literacy, we have found that our impact is increased through working across age groups. The financial literacy and education initiatives that we support tackle a varied demographic. Our support of the NGO Meljol brings financial literacy to children in government schools. We have also worked with the American India Foundation to create a financial literacy module that is delivered to approximately 3000 urban youth in the slums across Delhi and Jaipur as part of a job-skilling program. We also support the Parinaam Foundation's Diksha Financial Literacy Program to bring responsible financial skills, entrepreneurship and business knowledge to women microfinance borrowers. Finally, aside from funding programs, we also support research encouraging thought leadership and innovation in the financial inclusion space.

We worked with IIM Ahmedabad to conceptualize research and an associated symposium to facilitate dialogue among practitioners, government, regulators and the non-profit sector on the role that financial education plays in the development of a responsible financial system. Through the Centre for Analytical Finance at the Indian School of Business, we support research that seeks to improve access to finance for SMEs by way of a new product in securitization of trade credit receivables. Our continued commitment to research pushes changes to the dominant paradigms and has the potential to change the way financial systems are structured; making them more inclusive and conducive to equitable economic progress.

2011-2013 Grant Allocation



Access to Markets

Setting the goal of full financial inclusion has expanded our focus to include providing economic empowerment through creating access to markets. Citi's Micro Enterprise Awards create access to markets for newly financially literate and capable entrepreneurs and community owned enterprises. For ten years, we have recognized and honored these individuals and enterprises and have maintained a supportive relationship with them.



Local Communities

Since our inception in India over 110 years ago, it has been Citi's endeavor to be strong corporate citizens by preserving and promoting art and culture in India. Citi has a strong, multifaceted relationship with the National Center for the Performing Arts. Together, we have created the 'Aadi-Anant Festival of Indian Music,' a first-of-its-kind traveling music festival. Citi has also been patron of the first and only Symphony Orchestra of India since its foundation in 2007.



More than Philanthropy

All our Corporate Citizenship programs aim to incorporate a "More than Philanthropy" approach, which leverages Citi's people and products so we don't simply deliver grants and contributions, we draw upon a wide range of Citi resources, including employee volunteers, to maximize the impact made local communities. Global Community Day is the largest volunteering program at Citi, where employees come together to contribute a day of their time to local communities. Besides skills and time, Citi offers its employees opportunities to contribute from their salary, to credible non-profit organizations via the Employee Giving Program. This program, run in partnership with United Way Mumbai, is hosted online on the Citi systems so that employees can access their donation portfolio and manage NGOs and amounts at will.

