

## NEWS RELEASE

### For immediate release

Citigroup Inc. (NYSE: C)

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### **CitiFinancial Advances Youth Financial Literacy through \$75,000 Partnership with JA**

**(TORONTO, ON)** – CitiFinancial is proud to announce a new partnership with Junior Achievement (JA) Canada, the largest provider of youth business education programs in Canada, to help advance youth financial literacy. CitiFinancial will contribute \$75,000 to support JA Canada's 'Dollars with Sense' program. The company's involvement will occur in two stages, beginning in Quebec in 2015 and expanding to other regions in 2016.

CitiFinancial's support also includes a commitment to provide employees as coaches. Staff will deliver financial literacy programs in classrooms across Canada, teaching students money management skills and challenging them to apply financial concepts in their own lives. "Our nationwide branch network enables CitiFinancial employees to share their knowledge across Canada, strengthening financial literacy," said Scott Wood, CEO and President of CitiFinancial Canada, Inc. "Because communities matter we are eager to volunteer our time and experience to ensure young people have the skills they need to give them a sound financial start in life."

JA Canada's Dollars with Sense program empowers Grade 7-9 students to make smart, lifelong financial choices. Students get the tools they need to make sensible financial decisions, live debt-free, and become savvy investors.

"We are delighted that CitiFinancial has chosen to partner with JA Canada," said Keith Publicover, CEO and President, JA Canada. "With Canadian debt levels reaching all-time highs, teaching Financial Literacy skills to young Canadians is more important than ever. We are grateful for this generous gift that will enable us to increase the number of students we reach with our very popular Dollars with Sense program."

CitiFinancial's commitment to JA in Canada launches during Financial Literacy Month, which rallies organizations and individuals across Canada to support the national *Count Me In* campaign to empower Canadians to manage money and debt wisely, and plan and save for their future.

### **About CitiFinancial**

With over 200 branches coast to coast, CitiFinancial is Canada's leading alternative lender of personal loans and home equity loans. CitiFinancial is a name you can trust, with a Canadian track record in lending dating back to 1923. CitiFinancial also provides consumer financing solutions to retailers across Canada through customized private label credit card and industry programs. CitiFinancial takes pride in making a difference in the communities where we live and work. For more information visit [CitiFinancial.ca](http://CitiFinancial.ca)

Citigroup, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citigroup 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).

### **About JA Canada**

JA Canada is the country's largest youth business education organization and is dedicated to inspiring and preparing young people to succeed in the global economy. Offering programs in the areas of financial literacy, entrepreneurship and work readiness. JA strives to help students make informed and knowledgeable financial decisions, develop career plans and express their innovative spirit. For more information please visit [jacanada.org](http://jacanada.org) or follow us on Twitter [@ja\\_canada](https://twitter.com/ja_canada)

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