

NEWS RELEASE

For immediate release

Citigroup Inc. (NYSE: C)
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CitiFinancial Renews JA Canada Partnership with \$50,000 Contribution Multi-year Commitment Continues to Strengthen Financial Literacy in Canada

(TORONTO, ON) – CitiFinancial Canada, Inc. is proud to enter its second year as a corporate sponsor of JA Canada through a \$50,000 contribution. CitiFinancial became an official partner in 2015, sponsoring the *Dollars with Sense* program (*Economics for Success* in British Columbia). This program is delivered to grade seven to nine students across the country, providing students with the tools they need to make smart financial decisions and become savvy investors.

“Building on our relationship with JA Canada and ongoing sponsorship of its *Dollars with Sense* program, CitiFinancial is focused on finding and filling gaps in Canadians’ access to financial information,” said Scott Wood, President and CEO, CitiFinancial. “We’re contributing on a national scale to financial literacy in Canada, which is both our responsibility as a financial institution and our privilege as a corporate citizen.”

To reinforce CitiFinancial’s financial contribution to JA Canada, employees coach students and deliver lessons on financial literacy through *Dollars with Sense* in classrooms coast to coast. CitiFinancial’s two-pronged sponsorship approach of volunteerism and financial support not only strengthens Canadian youth financial literacy, but also contributes to CitiFinancial’s strong community service mandate, under its corporate sponsorship vision *because community matters*. CitiFinancial’s sponsorship renewal occurs each year during Financial Literacy Month, and reinforces the importance of this year’s theme: “managing money and debt wisely.”



From left-right: Scott Wood, President and CEO, CitiFinancial, and Scott Hillier, CEO and President, JA Canada

In addition to its focus on youth financial literacy, CitiFinancial has developed a series of tools to provide clarity around personal loans and borrowing. CitiFinancial's website, CitiFinancial.ca, was redesigned to place a stronger focus on financial literacy. The site features interactive decision-making tools such as loan calculators, infographics that provide clear explanations, videos that answer common borrowing questions and a blog with information about loans, credit and achieving financial goals.

"We are delighted to continue our partnership with CitiFinancial," said Scott Hillier, CEO and President, JA Canada. "CitiFinancial's support of the JA Dollars with Sense Program across the country clearly demonstrates their understanding of the critical role financial literacy plays in the future of Canada's youth. We are grateful for the volunteer support from CitiFinancial employees who visit the classroom to teach students about money management, saving and investing; this type of real-world experience from trusted business advisors is key in the development of strong and capable youth."

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

CitiFinancial is part of Citigroup, the leading global bank, which 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.

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 or follow us on Twitter [@ja_canada](https://twitter.com/ja_canada)

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