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Moscow

### Citibank and WWF Plant Cedar Forest for Leopard in Russia's Primorye on Behalf of Citibank's One Million Clients

About 200 volunteers took part in the Cedar Day celebration and planted 30,000 trees in Russia's Far East.



On 15 May 2011, Citibank and WWF Russia held celebration of the Cedar Day in Primorye Region. The event is part of a joint project on restoration of pine-broadleaved forests in the Russian Far East. One million Korean Cedars in total will be planted by WWF volunteers on behalf of Citibank's one million clients.

About 200 volunteers – students, pupils, teachers, lawyers, doctors and other WWF supporters, as well as representatives of the Primorye Administration and local and federal mass media, participated in the first ever Cedar Day that was organized with the support of Citibank on the occasion of the UN's International Year of Forest.

Amit Sah, Consumer Business Manager at Citibank, notes: "Through this unique initiative, one million of our valued clients have been empowered to contribute to sustainable development of Russia – one of top priority markets for Citi."

"It's been an honor for me to participate in this event, - says Sergey Korotkov, Member of the Board at ZAO Citibank, Citi Russia's Retail Banking Head who joined WWF volunteers in the Far East. – This program was unanimously supported not only by our retail customers, but also by our corporate clients and partners – representatives of major Russian and international corporations operating in this country."

"More and more Russian people start realizing that preservation of nature depends on themselves. The successful campaign to ban illegal cedar logging has become a vivid example. The new joint program of WWF and Citibank provides a great opportunity to make a real contribution to restoration of habitat for rare species for animals. We hope this activity will become a national project for the inhabitants of the Far East who care about their land. It is possible: the bulk of the planting works this spring are implemented by WWF volunteers, believes Denis Smirnov, Head of WWF Amur Branch's Forest Program."

Starting early May and till mid-June, the young Korean Cedars will be planted in the Land of Tiger and Leopard. The saplings were purchased by WWF experts last November to be transferred to the habitat of the rarest cat of the planet this spring. The species of the Far East Leopard are currently on the verge of extinction.

**ZAO Citibank**, a full subsidiary of Citi in Russia, has been operating since 1993 when it became one of the first banks with foreign capital to enter the Russian market. It was the first of Citibank's three current subsidiaries in the CIS. Citibank has since grown its business to become one of the country's largest banks offering a full range of products and services to corporate and consumer customers. At present, the bank has over 3,000 employees; its distribution network includes retail branches, 350 ATMs and representative offices in the largest cities in Russia, Ukraine and Kazakhstan.

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**World Wildlife Fund (WWF)**, one of the largest international independent nature preservation organizations unites about 5 million permanent supporters and operates in over 100 countries. **WWF's mission is to stop degradation of the planet's environment to achieve harmony between human and nature. WWF's strategic priorities are preserving biodiversity of the planet, securing sustainable use of renewable natural resources and advocacy of actions to reduce environmental pollution and wasteful use of nature.**