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Moscow

Citi Foundation and NES Announce New Financial Literacy Courses in 8 Cities throughout Russia in 2013

In 2013 the joint financial literacy project of the Citi Foundation and New Economic School will continue with a new series of courses in 8 cities across Russia. The courses will focus on a variety of practical personal finance questions: “How to buy a car?” “How to satisfy one’s housing needs?” “How to save a million?” “Who needs insurance?” and “How to avoid falling victim to financial fraud?” The classes will be based on new video lessons which address their topics in a manner that is accessible and interesting for young people. The teachers will act as moderators of discussions arising based on the issues touched upon in the video lessons. The main objective of the courses is to instill in youth the ability to competently use financial services as they take steps to achieve specific goals.

The project plans to anticipate the training of more than 60 university teachers, with 6400 students subsequently taking the financial literacy course.

Sergei Guriev, Rector of the New Economic School, said: “Personal finance, as a rule, is not included in the regular curriculum of schools and universities, despite the fact that one’s understanding of personal finance is a major determinant for success in life today. Our courses on financial literacy provide an opportunity for Russian youth to grasp the basic rules and nuances of forming a personal budget and using financial instruments.”

This project is a continuation of cooperation between NES and the Citi Foundation which began in 2008. Earlier as a part of this joint effort practical textbooks on financial literacy were created. Approximately 10,000 students and schoolchildren in Rostov-on-Don, Nizhny Novgorod, Yekaterinburg, Samara, St. Petersburg and Moscow have taken the educational courses based on these books.

For more than a year Citi and the New Economic School have been leading an Internet project on financial literacy – www.Fgramota.org – with unique multimedia materials which make it possible to learn about personal finance through games and other interactive features. The e-book Financial Literacy, published on the portal, covers specific financial instruments (deposits, loans, shares, mutual funds, etc.) as well as the basics of financial planning and investment. The interactive glossary and tests help the reader effectively engage in self-study of the materials. The online investment game Portfolio provides an opportunity to gain practical skills in capital management using banking, stock exchange and insurance products.

Of the 120,000 visitors of the portal, 7400 people demonstrated good results in the Portfolio game and successfully completed the final test of the e-book. More than 7500 have joined the fan club of the project on Facebook and Vkontakte. The best suggestions put forward to improve the Portfolio game have been implemented in the second version, the “people’s” version, of the game.

In 2012 surveys and in-depth interviews were carried out with students who took financial literacy courses organized by NES with the support of the Citi Foundation in 2010.

The survey participants noted that the course influenced their personal finance management strategies and helped them find out about new instruments for investment. Only one in six students who passed the financial literacy course cannot manage their problem with impulsive purchases. Of the respondents, 36% began to use new financial instruments within one and a half years of completion of the program. Four of five participants now have savings in one form or another. Assessing the strongest points of the study program, the students drew attention to the accessible presentation of materials, opportunity for live discussion with instructors and the practical use of the acquired knowledge.

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The New Economic School is a unique institution of higher education that was founded in 1992. The mission of the New Economic School is to provide Russian society, business community and government with modern economic education and research. The school’s resident faculty includes 30 young Russian economists, who hold PhD degrees in economics and finance from the leading international universities, including Harvard, MIT, LBS and others. The quality of research at NES is considered the highest among the schools in post-communist countries. NES has two masters programs: in economics

and finance. The majority of NES graduates work at Russian and international companies, as well as for government agencies. Over 250 graduates of NES continued their studies at the leading international PhD programs in economics and finance, including at Harvard University, MIT, University of Chicago, Stanford University, Yale University and others.

The Citi Foundation is committed to the economic empowerment and financial inclusion of low- to moderate-income individuals and families in the communities where we work so that they can improve their standard of living. Globally, the Citi Foundation targets its strategic giving to priority focus areas: Microfinance, Enterprise Development, College Success, and Financial Capability and Asset Building. The Citi Foundation works with its partners in Microfinance and Enterprise Development to support environmental programs and innovations. Additional information can be found at www.citifoundation.com.

ZAO KB Citibank was one of the first banks with foreign capital to enter the Russian market back in 1992. Today, **Citibank is one of the country's largest banks, which offers corporate and private clients a wide range of products and services.** To date, the bank has over 4,000 employees, and its retail network includes over 550 ATMs, branches and representative offices in major cities of Russia, Kazakhstan and Ukraine. For more information on Citibank Russia please visit www.citibank.ru.

Citi, the leading global financial services company, has some 200 million customer accounts and does business in more than 160 countries, providing 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, and wealth management. In 2012 Citi is celebrating the 200th anniversary of its founding in 1812.