

Citi Impact Fund



"It takes companies of all sizes to address the challenges our society faces today. While Citi's global footprint and scale allow us to use our balance sheet to play an important role, smaller, newer, 'double bottom line' companies play an equally important role in driving change."

- Citi CEO Michael Corbat

**Largest impact
fund ever
launched by a
bank using their
own capital**

**Strategic focus
on women and
minority-led
companies**

**Committed to
helping scale
earlier stage
businesses**

**Integration with
Citi businesses
when applicable**

The \$200 Million Citi Impact Fund was established in January 2020 to make equity investments in “double bottom line” private sector companies. The fund complements Citi’s existing Environmental, Social and Governance efforts and aims to achieve financial returns while also creating positive societal impacts.

The Fund invests Citi’s own capital in U.S.-based businesses that are applying innovative solutions to help address societal change across four verticals: Workforce Development, Sustainability, Physical and Social Infrastructure, Financial Capability

Citi is actively seeking opportunities to invest in businesses that are led or owned by women and minority entrepreneurs.

Our Focus Areas



WORKFORCE DEVELOPMENT

- Enable continuous learning for lifelong career development
- Connect people to meaningful job opportunities and/or entrepreneurial support
- Build professional networks
- Promote workforce diversity, equity and inclusion
- Provide career pathways for upward economic mobility



SUSTAINABILITY

- Encourage efficiency through the use of fewer resources such as energy and water
- Promote clean and safe energy sources
- Develop products that can be recycled and reused
- Increase sustainable production methods
- Advance environmental justice
- Bolster adaptability and resilience
- Further Citi's [Sustainable Progress Strategy](#)



PHYSICAL & SOCIAL INFRASTRUCTURE

Housing

- Help solve the global housing crisis
- Reduce cost and time for housing construction

Healthcare

- Improve quality of healthcare delivery
- Reduce healthcare costs for underserved and vulnerable populations

Transportation

- Help reduce traffic and pollution
- Reimagine the future of cities



FINANCIAL CAPABILITY

- Increase an individual's access to the financial system to improve their economic mobility
- Enhance financial infrastructures, business models, and financial products to better serve low-to-middle income communities
- Democratize access to financial services by decreasing costs and removing distribution barriers

ACCESS TO CAPITAL AND ECONOMIC OPPORTUNITY

- Up to \$20MM of the fund will be for seed investments from \$250K-\$1MM into startups founded or led by women and minorities
- \$50MM of the fund will be allocated to exclusively support businesses owned by Black entrepreneurs, regardless of their area of focus

Citi at a Glance

Responsibly
provide
financial
services

Serve as
a trusted
partner

Create
economic
value



Supporting clients
in more than 160
countries and
jurisdictions



Digital and mobile
at the core of a
simpler, better
client experience



Diverse workforce of
close to 200,000 to
serve our clients and
customers



More than
200 years of
experience



Institutional Clients Group

Largest proprietary global network, with a client base
of **13,000** and a presence in more than **90 countries**

Facilitates **~\$4 trillion** of transaction flows daily

Serves more than **90%** of global Fortune 500
companies



Global Consumer Banking

Serves more than **110 million** customers

Digital leader in credit cards, retail banking and
wealth management across **19 markets**

Strategic focus on the U.S., Mexico and Asia

Our Approach to Creating Positive Impact



Executing a business model that adds
value to society



Reporting transparently and learning
through dialogue



Taking a stand on issues that matter
and driving solutions



Maintaining a focus on ethical decision-
making and responsible business practices



Catalyzing innovation through strategic
philanthropy and employee engagement

Benefits of Partnering with Citi



BRANDING AND MARKETING

Working with Citi's Global Public Affairs team on marketing and branding opportunities to promote your business



INSIGHTS AND EXPERTISE

In-house experts in both venture and impact investing can share insights on emerging technology, business models and growth patterns in the startup landscape



BUSINESS COLLABORATION

Potential partnerships with Citi businesses across various lines as well as access to Citi's retail and corporate clients



GROWTH PARTNER

Act as growth partner for new product development, talent recruitment and startup collaboration

Our Team

The Citi Impact Fund is implemented as a partnership between our Global Public Affairs, Global Spread Products/SPRINT and Citi Ventures teams.



Andy Ditton

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Andy is Managing Director and Head of Citi's Impact Fund. Andy previously served as Managing Director and the Head of CRA Business Strategy, and as the Co-Head of Citi Community Capital.

Before joining Citi, Andy served as Managing Member of Davis/Ditton LLC, an affordable housing development and syndication business in Chicago. Prior to that, Andy was the Executive Vice President and Chief Operating Officer of the Local Initiatives Support Corporation (LISC). Andy is currently a Director of the National Equity Fund and is Chairman of the Board of the Community Development Trust.

A graduate of Shimer College, Andy received his Master's degree in Urban Studies from Loyola University. Andy is an Adjunct Professor at Columbia's Graduate School of International and Public Affairs.

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Arvind Purushotham

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Arvind serves as the Global Head of Venture Capital at Citi Ventures. An experienced investor with nearly 20 years in venture capital, he invests in companies in Financial Services, Security, and Enterprise Infrastructure. His investments include Betterment, Bluevine, Chef, Cylance (acq. by BlackBerry), Netskope, Persado, Pindrop, Plaid, Silver Tail Systems (acq by EMC), Tanium, Unbound and Verodin (acq by FireEye). In addition, Arvind helps lead partnerships between portfolio companies and Citi's business units.

Prior to Citi, Arvind spent nearly a decade as a Managing Director at Menlo Ventures, a top-tier VC firm on Sand Hill Road. There, he was an investor and Board member in companies such as Kazeon Systems, Cavium Networks, Solidcore, nCircle Network Security, Intelligent Results and Vhayu Technologies. Previously, Arvind was a design engineer, and a Program Manager, at Intel Corporation.

Arvind obtained his BSEE from the Indian Institute of Technology, Madras, an MSEE from Case Western Reserve University, and an MBA with Distinction from Harvard Business School. He enjoys running, photography, and reading in his spare time. Arvind is passionate about golf, a passion, sadly, that his skill level does not match. He lives in Palo Alto, CA, with his wife and two sons.

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Matt Zhang

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Matt is a Managing Director and Global Co-Head of Securitized Products Trading within the Markets and Securities Services Division at Citi. Securitized Products Trading encompasses structured credit and mortgage trading businesses, which include Non-Agency RMBS, CMBS, ABS, CLO, CDO, Credit Correlation and Exotics globally. Additionally, Matt leads the firm's Spread Products Investment Technologies (SPRINT) initiative which focuses on engagement and investment in the FinTech space.

Matt began his career at Citi in 2007 working in the Global Special Situations Group, a real estate and distressed credit principal investment desk, before running the European and Asian securitized trading business since 2014.

Matt received a BS in Economics from the London School Economics (LSE) and Mst in Real Estate from University of Cambridge. He is a Chartered Financial Analyst (CFA) and Chartered Alternative Investment Analyst (CAIA).

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