Hello, São Paulo

Citi – More than 100 years in Brazil
Citi’s mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress. We have 200 years of experience helping our clients meet the world’s toughest challenges and embrace its greatest opportunities.

Our partnership with São Paulo spans more than 100 years, and Citi will continue to support progress in this vibrant city for many years to come.
Today, more than half of the world's population resides in cities. By 2050, it will be 70%.

By that time, the top cities will not only house most of the world's people, but will also generate the majority of its economic growth and wealth. Driven by the three major secular trends of globalization, urbanization and digitization, city residents and businesses will gain greater access to opportunities than ever before. As the world becomes more connected, cities need a partner with both a global scale and an understanding of local nuances.

In a word, Citi is global. Our more than 200,000 employees operate in a network of 1,000 cities and 160 countries worldwide.

We are proud to partner with our clients and the communities in which we serve and are dedicated to driving progress on both a local and global scale.
Our partnership with São Paulo spans more than 100 years

**1915**
Opened our first branch in São Paulo.

**1930**
Opened a new head office in São Paulo at Praca Antonio Prado in the center of the financial and commercial district.

**1970**
Partnered with the U.S. Export-Import Bank to finance $1 billion in development of São Paulo’s metropolitan highway system.

**1987**
The Citicorp Center was inaugurated in the financial heart of São Paulo on Paulista Avenue. The building served as an important example of modern Brazilian architecture in the 90’s.

**2000**
Citi Foundation partnered with the Abrinq Foundation to start Biblioteca Viva (Living Library), an initiative to support educational development by providing reading mediators and installing libraries in hospitals in deprived areas of São Paulo.

**2004**
With support from the Citi Foundation, Rotary Club Avenida Paulista created Instituto Profissionalizante Paulista (IPP), a pre-employment center which helps to prepare high school youth from low-income families in the Greater São Paulo area to enter and remain in the workforce. To date, more than 11,700 youth have benefited from vocational education.

Citi Foundation partnered with the Abrinq Foundation on the Youth Entrepreneurship and Microcredit Project, to help over 700 18-24 year olds in São Paulo to become entrepreneurs by providing microcredit, business training and ongoing mentorship.

**2006**
Launched Global Community Day, an annual volunteer event spanning more than 90 countries. In São Paulo, more than 3,600 employees have provided 20,600 hours of service in their communities.

Advised the government of the city of São Paulo on the privatization of CTEEP, the state’s power transmission company.

**2011**
Citi Foundation and Junior Achievement launched the 14th edition of the Banks in Action Program, providing 3,500 students with financial education.

**2015**
Celebrated our 100th Anniversary in Brazil and donated to São Paulo a sculpture created by renowned artist Tomie Ohtake to recognize the milestone. The landmark work of abstract art weighs 7 tons and stands 28 feet high.

Recognized as Great Place to Work and Best Bank to Work in Brazil by the Great Place to Work Institute in partnership with Exame Magazine.

Recognized as one of the “Best Companies for Disabled Workers” by the Department for the Rights of Disabled People of the State of São Paulo.

Received the ECO Award of Amcham-Brazil for the SOMAR project, an inclusion program for people with intellectual disabilities.
Proud member of the São Paulo community

Our reach

4,800+
Citi employees

163,000+
consumer and business accounts

200+
Citi alumni

Data based on 2015 yearly totals
R$210 million+
loans and investments in affordable housing

78
Citi clients in the Global Fortune 500
with offices in São Paulo

R$958,000+
supporting charitable organizations

3,800+
volunteer hours by 900+ employees

Supporting São Paulo’s growth and development

Our commitment to São Paulo’s communities

Established in 2007, the SOMAR project opened up employment opportunities for people with intellectual disabilities, helping to change their lives for the better. Working in partnership with experts from the non-governmental organization “Ser Especial,” Citi Brazil developed a structured methodology and development path that effectively broadened the employability of each participant and guaranteed the sustainability of the project.

The SOMAR project has been a success on many levels for Citi Brazil. The continued engagement of families and communities has inspired improvements in the current employment of the intellectually disabled and reduced the turnover rate in the areas where they operate. More importantly, SOMAR has created a deeper appreciation for diversity and has made a lasting positive impact in the community.

What began with a few agencies in São Paulo, SOMAR has now expanded in Greater São Paulo and Rio de Janeiro. Citi Brazil’s efforts have also been recognized by other companies including FEBRABAN (Brazilian Federation of Banks).

50+
participants benefited from this project

93%
Retention Rate

In April 2015, a pilot project called SOMAR Tec was created to increase the hiring of people with autism in Citi’s technology areas.

Data based on 2015 yearly totals
Sustaining progress through inclusive business

Incorporating small farm producers into the urban supply chain poses complex challenges, including the organization of production activities, access of products in consumer markets, as well as life conditions for the small farmers.

To help empower small vegetable and fruit producers from the São Paulo extended metropolitan area to expand their distribution channels, increase their profitability and improve their quality of life, the Citi Foundation sponsored the Sustainability and Inclusive Business project, carried out by the Center for Sustainability Studies at the Getúlio Vargas Foundation.

The initiative has brought together representation from various links in the supply chain – from production to consumption – including financial institutions, public authorities and civil society organizations, aiming to foster best practices and improve relationships. Future plans include the development of a broader strategy that will help provide a support network for the producers, including access to financial services to help them grow their businesses and help expand public policies that support local food production based on socially and environmentally friendly practices. The producers also receive individual follow-up by the Getúlio Vargas Foundation.

Launched in August 2015, the project will facilitate 60 workshops over a two-year training cycle for a group of organizations representing more than 600 small farmers from the São Paulo extended metropolitan area.
For individuals, progress may mean:
- Personalized investment advice to help individuals and families plan for the future
- Customized guidance that makes planning for a first child easier

For institutions, progress may mean:
- Local insight to break into new markets in differentiating ways
- Deep expertise around the world to help manage complexity and emerging challenges

For communities, progress may mean:
- Collaboration with local leaders and community organizations to enable progress on local policy priorities
- A global foundation that supports economic progress for individuals and communities

No matter their unique needs and goals, we are committed to serving our clients - innovative people and institutions in São Paulo and throughout the world – on their path from ambition to achievement, while improving the communities in which we all live and operate.
Our work stretches across the world to reach individuals, institutions and communities and empower them with solutions that only Citi’s global set of capabilities can provide.

Citi’s Institutional Clients Group services its clients in Brazil via its Corporate and Investment Banking (underwriting, advisory), Markets and Securities Services (rates and currencies, equities, spread products, commodities, investor services), Treasury and Trade Solutions (cash management and trade finance) and Private Banking for individuals and families.
We look forward to continuing our partnership with the people and institutions of São Paulo to enable progress and to create ever-greater opportunities within the city and the region.

For more information, please visit www.citigroup.com/citi/citiforcities