



Citi Impact Fund Impact Report



WHAT'S INSIDE

The Citi Impact Fund makes direct equity investments in U.S.-based companies that are developing innovative solutions to address some of society's most pressing challenges.

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Investing our capital in high impact community solutions.

As a leading global bank, we can help catalyze game-changing solutions that advance economic opportunity and address some of society's most pressing challenges. That's why we launched the Citi Impact Fund in 2020, introducing a new investment tool that complements our existing philanthropy and community development efforts and rounds out the levers available to us to drive meaningful change.

Today, the Citi Impact Fund is a \$500 million "double-bottom line" fund making direct equity investments — from Citi's own balance sheet — into U.S.-based start-ups that are developing innovative solutions that fill market gaps and support underserved communities in innovative and sustainable ways. Since inception, we have invested in 48 companies, allocated over \$165 million and provided a range of post-investment support to high impact start-ups and a few select funds working across four focus areas: Financial Resilience, Social Infrastructure, Future of Work and Climate Resilience.

While applying rigorous investing standards, we focus concurrently on helping to solve social and environmental challenges and on fostering an inclusive start-up and venture capital landscape. The Citi Impact Fund team takes an inclusive approach to our investing process, leveraging varied sourcing channels and networks to find and support promising social innovations with the potential to scale. Over 70% of the Citi Impact Fund's portfolio companies are founded or co-founded by entrepreneurs from historically underfunded communities, many of whom have lived experience related to the challenges they are building solutions to address.

As the world recovers from the volatility experienced during and following the COVID-19 pandemic, we have been proud to continue expanding the ways in which we add value to our portfolio companies and the start-up ecosystem, going "beyond the dollars" to invest our resources and expertise. This remains a key pillar of our approach to helping companies accelerate their growth and impact, whether they aim to reach new markets, increase demand for their offerings or build long-term resilience.

As such, we are thrilled to share our Impact Report, including an overview of our investing approach, a celebration of the impact our portfolio companies have achieved in communities across the U.S. and a summary of the ways we are helping catalyze economic progress by supporting innovative start-ups.



Edward Skyles
Head of Enterprise Services
and Public Affairs, Citi

Meredith Shields
Head of The Citi Impact Fund, Citi



“At Citi, we pride ourselves on our longstanding commitment to advancing economic progress and real social impact that moves the needle for underserved communities. By putting Citi's balance sheet to work, the Citi Impact Fund is deploying capital that helps scale innovative solutions to the most pressing issues communities across the United States face on a daily basis.”

– **Mark Mason, Chief Financial Officer, Citi**



Investing Approach

The Citi Impact Fund invests in start-ups deploying market-based solutions to social and environmental challenges. We leverage the strength of Citi’s network and expertise to bring more access and inclusion to more people in more places.

Our Objectives

Catalyze solutions to social and environmental challenges

Propel innovations that help close market gaps for underserved communities

Generate strong financial returns through investing in companies that can achieve impact at scale

Our Impact Strategy

For every investment, we assess whether the company both meets our financial investment criteria and aligns with our investment focus areas, considering the solution’s impact potential across the following dimensions:



Access
for underserved beneficiaries



Innovation
to solve community challenges



Reach
to advance systems change



Citi Value-add
to accelerate start-up growth



Inclusive Investing

We aim to expand access to funding for undercapitalized founders. As part of our approach, we actively seek to engage with a broad set of founder communities and networks to see opportunities that may fall outside of traditional investment pipelines. Throughout the process, we also aim to provide transparent and fast feedback to founders.



Citi's Approach to Adding Value

We aim to leverage the full breadth of Citi's capabilities and expertise to help our portfolio companies scale and grow. Key ways that we seek to add value to portfolio companies include:

Access To Banking Solutions

core banking solutions, investment banking services and wealth management

Networking Power and Knowledge Sharing

convenings for portfolio companies with Citi leaders and venture stakeholders

Curated Strategic Support

targeted introductions to Citi leaders to assess potential partnerships, pilots and commercialization opportunities

“We launched the Citi Impact Fund during the COVID-19 pandemic, at a time when the need for creative solutions to community issues was greater than ever. A new tool in our community investing toolkit, these equity investments complement the many ways that we continue to support the country's most innovative start-ups and problem-solvers.”

– Brandee McHale, Head of Community Investing & Development, Citi



Impact at a Glance

INVESTMENT FOCUS AREAS¹



FINANCIAL
RESILIENCE

400K+

people gained access to
financial services²



SOCIAL
INFRASTRUCTURE

150K+

patients received healthcare services³

10K+

housing units provided⁴



FUTURE
OF WORK

2M+

people accessed training and
employee benefits⁵



CLIMATE
RESILIENCE

3M+

metric tons of carbon dioxide equivalent
emissions avoided⁶

In 2023

PORTFOLIO OVERVIEW

48

companies

\$165M+

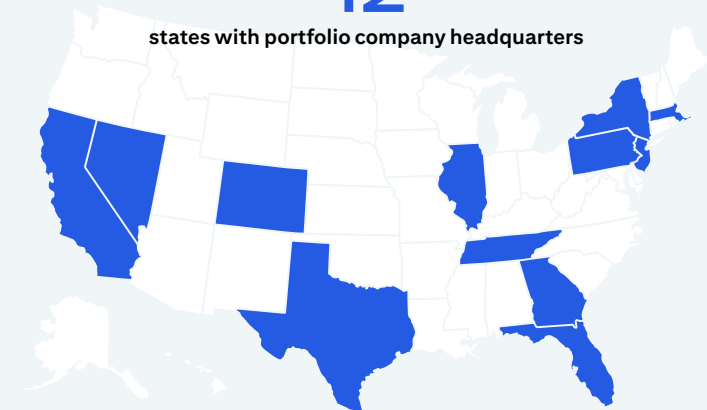
allocated

70%+

companies founded or co-founded by diverse entrepreneurs

12

states with portfolio company headquarters



Many of our companies are building and scaling solutions that reach end-users nationwide, beyond their HQ states.

As of June 2024

Financial Resilience



Solutions that provide underserved communities with opportunities to create, manage and build financial resilience and wellness.

Why We Invest

High inflation, stagnant wages and the rising cost of borrowing have negatively impacted Americans' financial health. A 2023 analysis found that approximately two-thirds of people in the U.S. were "Financially Coping" or "Financially Vulnerable," indicating that they struggle with some or all aspects of their financial lives.⁷ Lack of credit-building pathways and affordable financial products are barriers to financial health for low-income communities.

As the leading global bank with a mission to enable economic growth and progress, Citi can play an important role in helping build a more inclusive financial system in the U.S. that provides greater access to financial products, services and capital to low-income communities and individuals. We make equity investments in innovative companies delivering digital consumer finance solutions and enterprise tools that help people save for retirement, expand access to affordable financial services and improve financial wellness. By doing so, we aim to help break down barriers to support financial resilience.

From debt management to banking tools to expanded access to credit, the following spotlights showcase some of the solutions our portfolio companies are developing to advance financial resilience.



Active investments as of June 2024



Helping consumers manage their debt



Providing its members with a dedicated financial assistant, automated debt negotiations and access to responsible financial solutions for urgent money needs.

\$500M
in consumer debt
relieved in 2023



Enabling expanded access to credit



PrismData

Expanding credit access to those with thin or no credit files through cash flow underwriting to better reflect creditworthiness.

45%+
of consumers lacking a substantive credit
history or score are proven credit-worthy
by Prism Data's CashScore®



Providing banking solutions for underserved communities



Offering mobile banking, credit building and wealth empowerment tools through its innovative banking platform that modernizes access to public programs.

\$40M
in public financial assistance
dispersed to households
in 2023

CITI VALUE-ADD: Citi onboarded MoCaFi to the Citi® ATM Community Network via its banking partner, Sunrise Banks, providing its customers with access to Citibank branch ATMs around the U.S. with no surcharge.



“MoCaFi’s partnership with Citi has allowed our customers to tap into ATMs across the country, fostering financial freedom and opportunity.”

-Wole Coaxum, CEO, MoCaFi

Social Infrastructure



Solutions that expand access to essential services and infrastructure including housing, healthcare and transportation for underserved communities.

Why We Invest

Lack of access to affordable infrastructure and basic services — such as housing, healthcare and transportation — significantly hampers a household's ability to attain financial health and resilience. For instance, in the U.S., approximately half of working-age renters are housing cost-burdened, and about half of U.S. adults say it is difficult to afford healthcare costs.^{8,9}

In the healthcare sector, we invest in innovations that help expand access to health services by reducing cost and logistical barriers to care, by supporting healthcare delivery and by holistically approaching the social determinants of health. In the built environment, we recognize opportunities to speed the delivery of new and existing housing supplies through technological and data-driven advancements in housing finance, construction and logistics. Investments in clean mobility services will help enhance the accessibility of low-carbon transport solutions now and into the future.

From affordable housing to primary care benefits to emergency response, the following spotlights showcase some of the solutions our portfolio companies are developing to advance social infrastructure.

Active investments as of June 2024



Powering more efficient emergency response



Harnessing artificial and human intelligence from connected devices, apps and sensors to provide life-saving data to first-responder agencies.

171M

emergency calls supported with enhanced data infrastructure in 2023, resulting in an estimated 10,000+ lives saved



Addressing the affordable housing crisis



Maintaining a co-living marketplace that helps low- and moderate-income individuals quickly find quality affordable housing.

7.3K

individuals housed in 2023 with an average of \$300+ savings per month



Offering enhanced primary care benefits for employees



Providing on-demand virtual and in-home primary care services for un- and under-insured workers at small- and medium-sized businesses at no cost to the employee.

70%+

of workers, primarily hourly wage employees, with Vitable benefits utilized their healthcare services in 2023



“Vitable has allowed us to provide affordable care to our employees, which helps us to recruit more. Being able to go out and tell recruits they’ll have health coverage really changes everything.”

-Faithjoy Weh-Darliae, HR Manager at American Safety Options, a Vitable client

Future of Work



Solutions that provide access to stable, quality jobs; offer modern, relevant education and training for workers and students; and reimagine how we balance work and life.

Why We Invest

Employment is a fundamental aspect of financial health and economic opportunity. Completion of a high-quality education can be key to opening the door to professional opportunities.¹⁰ But longstanding barriers to quality education, training and professional networks contribute to lower rates of employment and compensation in underserved communities. In today's rapidly changing economy, advancements in technology are shifting the nature of work, the ways in which students learn and the skills they need to thrive.

By investing in companies that develop solutions in education technology, talent marketplaces and human resource platforms, we aim to help level the playing field by expanding access to stable, well-paying jobs and education for underserved individuals and non-traditional learners. We also support companies working to ensure that employers large and small are equipped with services, benefits and tools to help improve work experiences, develop talent and foster inclusive cultures.

From upskilling frontline workers to supporting childcare providers and caretakers, the following spotlights showcase some of the solutions our portfolio companies are developing to advance the future of work.

Guild

m

THE MOM PROJECT

 PATHSTREAM

 Wellthy

 Wonderschool

 WorkWhile

Active investments as of June 2024



Upskilling frontline workers



Leveraging coaching and technology to help frontline workers increase their performance and set them up for long-term career success within their companies.

\$20K

average wage gains for individuals completing the program in 2023



Expanding access to childcare



Offering training, licensing, software and support for childcare providers to bridge the gap between entrepreneurs in the childcare space and families in need of childcare services.

5K+

sole-proprietor childcare providers, primarily in majority minority zip codes, supported in 2023



Supporting caretakers



Helping employees and health plan members coordinate care for children, aging loved ones and family members with complex needs through a tech-enabled benefits platform.

1.1M

hours saved by caretakers in 2023, valued at \$39M dollars

“They provided capital, but they go above and beyond that. The Citi team makes sure that they’re part of our journey and not merely watching from the sidelines.”¹¹

- Eleanor Cooper, Co-Founder and CEO, Pathstream



CITI VALUE-ADD: Citi provided home-buying guidance to Wonderschool’s childcare providers through a new webinar series and featured the company in a national online video campaign that has generated over 110 million views.¹²

“Wellthy took on the mental load and the burdensome tasks of care, and allowed me to focus on my health and my family.”

- Darcie, a Wellthy member



Climate Resilience



Solutions for climate transition, mitigation and adaptation to protect communities, infrastructure and natural environments from the harmful effects of climate change.

Why We Invest

Low- and moderate-income communities are disproportionately impacted by the effects of climate change.¹³ The private sector can play a transformative role in supporting climate solutions and preserving natural ecosystems in a way that is both economically viable and socially equitable. For the global economy to achieve net zero by 2050, an estimated \$125 trillion in global financing is needed, but there continues to be a gap in climate financing to reach that rate.¹⁴ Citi is committed to net zero and supports the transition to a low-carbon economy that sustains economic growth and fosters inclusion while also addressing climate change and the long-term environmental, social and economic needs of society.

By investing in early-stage companies developing both software and hardware technologies to support a circular economy, natural resource conservation, sustainable agriculture and food systems, clean energy and carbon reduction, we aim to advance a more sustainable economy.

From preventing over-consumption to reimagining energy use to offering recycling management services, the following spotlights showcase some of the solutions our portfolio companies are developing to advance climate resilience.



Active investments as of June 2024



Powering a circular economy



Helping large organizations reuse assets and prevent waste, over-purchasing and associated carbon emissions.

726

tons of office resources diverted from landfill/incineration through donation, exchange or sale in 2023



Advancing affordable and cleaner energy



Working with leading brands to integrate new energy-smart features that help households save money and support a clean energy transition.

1.1K+

megawatt hours of energy saved in peak hours by OhmConnect, now a Renew Home subsidiary, in 2023



Enabling recycling at scale



Providing waste and recycling management services for commercial, public and private entities through digital and collections solutions.

1.2M

tons of commercial and residential waste diverted from landfill through recycling/reuse in 2023



Reducing food waste



Connecting commercial produce buyers directly to farms to purchase all grades of produce, digitizing the produce supply chain and minimizing on-farm food loss.

17K+

tons of surplus and imperfect produce sold in 2023

CITI VALUE-ADD: Citi's Real Estate Services team became a direct customer of Rheaply. Using its solutions in Atlanta, Chicago and the New York City metropolitan areas, these projects have helped Citi divert nearly 62 metric tons of material from landfills and instead donate nearly 1,400 assets, amounting to \$822,000 worth of high-quality goods, to local nonprofits and schools with full asset traceability.



“With Citi Impact Fund’s investment, Full Harvest has been able to achieve even more impact and revenue by scaling our technology further, expanding into new geographies and commodities and growing our team.”¹⁵
- Christine Moseley, Founder and CEO, Full Harvest

SOCIAL INFRASTRUCTURE PORTFOLIO COMPANY SPOTLIGHT



The Challenge

As Medicaid and Medicare patient healthcare costs rise, low-income and senior Americans continue to receive suboptimal care for many reasons, including social factors such as housing, transportation, education and literacy, which are essential to supporting an individual's ability to manage their health.¹⁶

Cityblock's Approach

Cityblock Health is a provider of patient-centered healthcare designed exclusively for Medicaid and Medicaid-Medicare dually eligible individuals in the U.S. This includes seniors and patients experiencing homelessness, substance use disorder, food insecurity and severe mental health challenges. Over 80% of Cityblock members have two or more chronic illnesses. Its solutions offer 24/7 access to multidisciplinary care teams and referrals to community-based services for integrated physical and behavioral health and social care. For providers, Cityblock offers the tools to access a 360-degree view of the needs of its members.

Cityblock serves members through high-touch interventions designed to keep them engaged. For example, in Massachusetts, 99% of dual Medicare and Medicaid eligible Cityblock members received follow-up outreach within a day of behavioral health or medical hospitalization. Cityblock's compassionate, human-centered engagement model ultimately helps to improve outcomes and costs.

Why We Invested

Citi Impact Fund invested in Cityblock in 2021, recognizing the benefits the company is poised to deliver to the most vulnerable and low-income populations in the U.S. Since then, the number of members the company serves has grown by over 50%. Cityblock currently operates in seven states (Florida, Illinois, Indiana, Massachusetts, New York, North Carolina and Ohio) and partners with three of the top five national Medicaid health plans. Cityblock estimates that over a four-year period, its members have experienced a 54% decrease in admissions for behavioral health needs and a 52% decrease in overall admissions versus patients unengaged by Cityblock.¹⁷ According to CEO Toyin Ajayi, Cityblock's revenue has grown eight-fold in the past three years.¹⁸ The Citi Impact Fund has facilitated relationships between Cityblock and Citi healthcare bankers and extended senior executive mentorship to help advance the company's growth.

Cityblock Member Story¹⁹

One Cityblock member is a vibrant, 62-year-old, longtime Washington, D.C. resident who is also dyslexic and has trouble reading. Lacking stability during childhood, he was moved to different schools almost every year and spent time in and out of jail from the age of nine. Throughout his life, he lacked support in addressing his long-standing psychological trauma. In 2019, his mental health declined further following the death of his son and, later, the onset of the COVID-19 pandemic.

He distanced himself from well-meaning case workers, nurses and social workers for years. However, Cityblock Community Health Partner Lakima Brown persisted until he was ready to

talk. For this member, the key difference between Cityblock and any other behavioral support he had received previously was that he felt truly listened to. Eventually, Lakima introduced him to a Cityblock Behavioral Healthcare Manager who also spent time with him and helped get him the medication and support he needed.

"I've always had ways and means to make things happen, but now I know that I can feel a lot better when I don't have to walk around with my head down. I'm so glad Ms. Brown kept calling me. I needed it. She didn't give up on me."

– Cityblock member

"The Citi Impact Fund's investment has helped us continue to scale our services and align business and clinical models around equitable and improved outcomes. It helps demonstrate the value of our mission and how critically important it is to democratize access to high-quality, comprehensive care in our communities."²⁰

– Toyin Ajayi, Co-Founder and CEO, Cityblock



Methodology



Independent Review

The Citi Impact Fund engaged BlueMark to undertake an independent review of the alignment of our impact monitoring and reporting with impact investing best practices and market standards.²¹

In the spring of 2024, BlueMark conducted an extensive review of the Citi Impact Fund's practices and tools utilized to integrate social and environmental considerations into its investment processes.

"BlueMark was very pleased to engage with the Citi team to assess its alignment with impact investing best practices. The team's current systems, coupled with their openness and commitment to learning, are crucial to ensuring that the impact investing industry operates and grows with discipline and rigor," said Sarah Gelfand, BlueMark President.

Impact Reporting Methodology

The data described in this report is derived as part of the Citi Impact Fund's impact data collection and reporting practices. Just as we regularly collect portfolio company financial data to monitor investment performance, we also collect impact data to gather insights on the social and environmental benefits created by our portfolio companies over time, as well as to periodically report on the impact of those benefits. Both our data collection practices and the content included in this report have been reviewed by BlueMark, an independent third party whose feedback has been considered in this report. Our impact data collection process incorporates the following considerations:

Identifying Impact Metrics

In collaboration with our portfolio companies, we identify specific metrics that indicate the impact delivered to customers and beneficiaries. This selection is based on each company's available data and references the IRIS+ metrics repository when possible.²²

Data Sources

Annually, we request updated data on the agreed upon metrics from active portfolio companies. The data provided in this report reflects company self-reported information and, in some cases, is comprised of the company's best-effort estimates.

Featured Examples and Aggregated Impact Metrics

In this report, we highlight a selection of data points from annual reporting on impact-related performance outputs in 2023. These highlights provide a sample of our active portfolio companies across our investment focus areas, as well as examples of ways in which we have supported companies through value-add activities beyond our equity investments. We also include the voices of select founders and beneficiaries to illustrate impact. Finally, certain aggregated impact metrics are included based on similar metrics reported by two or more companies (see endnotes).

ENDNOTES

- ¹ Citi Impact Fund aggregated self-reported data for similar metrics provided by two or more portfolio companies to provide vertical-level statistics.
- ² Financial Resilience: People reached by expanded access to financial services in 2023. Includes clients, individuals or households reached by primary business services (end-users and/or direct beneficiaries).
- ³ Social Infrastructure: Healthcare patients receiving healthcare services in 2023. Includes client individuals, number of patients enrolled and number of patients who received healthcare intervention.
- ⁴ Social Infrastructure: Housing units provided in 2023. Includes number of housing units developed, enabled or facilitated by the portfolio company's goods or services.
- ⁵ Future of Work: People accessing training and employee benefits in 2023. Includes childcare providers served, number of unique users of the organization's services, number of trainees and number of people placed in any permanent or temporary job (both full and part-time).
- ⁶ Climate Resilience: Metric tons of carbon dioxide equivalent emissions avoided in 2023. Measured as metric tons of carbon dioxide equivalents (including embodied carbon) avoided from waste diversion, clean transportation and energy use reductions.
- ⁷ "U.S. Household Spending on Financial Services Amid Historic Inflation and an Uncertain Economy," Financial Health Network (Jun. 16, 2023) <https://finhealthnetwork.org/research/finhealth-spend-report-2023>.
- ⁸ "19.2 Million Working-Age Renter Households are Housing Cost-Burdened According to Residual-Income Measure," National Low Income Housing Coalition (Apr. 4, 2022) <https://nlihc.org/resource/192-million-working-age-renter-households-are-housing-cost-burdened-according-residual>.
- ⁹ "Americans' Challenges with Health Care Costs," Kaiser Family Foundation, (Mar. 1, 2024) <https://www.kff.org/health-costs/issue-brief/americans-challenges-with-health-care-costs/>.
- ¹⁰ "Can Workforce Development Help Us Reach Full Employment?" Brookings (Dec. 21, 2023) <https://www.brookings.edu/articles/can-workplace-development-help-us-reach-full-employment/>.
- ¹¹ "The Future of Work: Unlocking Hidden Potential," Citi (Oct. 11, 2022) https://www.lifeandmoney.citi.com/lam/articles/money/community/Removing_Barriers_to_Career_Success_across_the_US.
- ¹² "How Wonderschool is Paving the Way for Working Parents, With Support from the Citi Impact Fund," Wonderschool (May 30, 2023) <https://blog.wonderschool.com/articles/citi-wonderschool-national-commercial>.
- ¹³ "EPA Report Shows Disproportionate Impacts of Climate Change on Socially Vulnerable Populations in the United States," United States Environmental Protection Agency (Sep. 2, 2021) <https://www.epa.gov/newsreleases/epa-report-shows-disproportionate-impacts-climate-change-socially-vulnerable>.
- ¹⁴ "Citi GPS Report Outlines How to Mobilize Climate and Development Finance During COP28," Citi (Nov. 30 2023) <https://www.citigroup.com/global/news/press-release/2023/citi-gps-report-outlines-how-to-mobilize-climate-and-development-finance-during-cop28>.
- ¹⁵ "2021 Environmental, Social & Governance Report," Citi (Apr. 25, 2022) <https://www.citigroup.com/rcs/citigpa/akpublic/storage/public/Global-ESG-Report-2021.pdf>.
- ¹⁶ "Medicare's Affordability Problem: A Look at the Cost Burdens Faced by Older Enrollees," The Commonwealth Fund (Sept. 19, 2023) <https://www.commonwealthfund.org/publications/issue-briefs/2023/sep/medicare-affordability-problem-cost-burdens-biennial> and "A Profile of Medicare-Medicaid Enrollees (Dual Eligibles)," KFF (Jan. 31, 2023) <https://www.kff.org/medicare/issue-brief/a-profile-of-medicare-medicare-enrollees-dual-eligibles/>.
- ¹⁷ "2024 Equity in Action Report," Cityblock (2024) <https://www.cityblock.com/equity-2024>.
- ¹⁸ "JPM24: Cityblock Inks Partnership with Centene Plan in Ohio to Service Medicaid Patients," Fierce Healthcare (Jan. 9, 2024) <https://www.fiercehealthcare.com/providers/jpm24-cityblock-inks-partnership-centene-plan-ohio-serve-medicare-patients>.
- ¹⁹ "2023 Equity in Action," Cityblock (2023) https://cityblock.cdn.prismic.io/cityblock/68ebd7d4-e183-4997-9310-fed55b214fc2_Equity+in+Action_R13.pdf.
- ²⁰ "2021 Environmental, Social & Governance Report," Citi (Apr. 25, 2022) <https://www.citigroup.com/rcs/citigpa/akpublic/storage/public/Global-ESG-Report-2021.pdf>.
- ²¹ BlueMark, <https://bluemark.co/>.
- ²² "IRIS Catalog of Metrics," Global Impact Investing Network (2024) <https://iris.thegiin.org/metrics/>.



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