



Press Release

For Immediate Release

CITI PARTNERS WITH BRITTO TO CREATE JOYFUL HOLISTIC CUSTOMER EXPERIENCE

Jakarta, 11 December 2020 – Citibank N.A., Indonesia (Citi Indonesia) is proud to announce the partnership and collaboration with a renowned international artist **Romero Britto** to create Love, Hope and Happy –themed merchandises for customers in Indonesia. Starting 8 December 2020, customers of Citi Indonesia will have the opportunity to enjoy Britto’s masterpieces in Citi premises, social media platforms, and exclusive merchandises, ranging, tote bags, holiday envelopes, social media stickers, and many more.

“We are delighted to be partnering with Romero Britto, a renowned international artist whose work exudes warmth, optimism and love. Creating a great customer experience is a holistic process that goes beyond our products and services. We believe that this partnership can bring joy and happiness to our customers during these challenging times,” said **Head of Consumer Banking Citi Indonesia Cristina Teh**.



“I am honored to be part of this campaign and be able to share my work with the people of Indonesia. The current pandemic challenges us as a human race to be more resilient in the midst of immense adversity. Keeping ourselves happy, stimulated and inspired are essential as we continue to persevere through this period. It is my hope that the series of artwork that I exclusively launched through this collaboration can bring a little joy, fun and warmth to all of you” stated **Romero Britto**.



Born in Brazil and raised in Miami, Britto uses vibrant, iconic imagery and fun patterns to reflect his optimistic view of the world around him. Britto's work has been exhibited in galleries and museums in over 100 countries, and in addition, he is considered the most licensed artist in history and has since leant itself to many collaborations with major international brands.



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About Citi Indonesia

Citibank, N.A., Indonesia (Citi Indonesia) is a branch of Citibank, N.A, New York, USA. Citibank, N.A., Indonesia has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citibank operates 10 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citibank has consumer transaction networks of around 33,000 payment points and corporate distribution networks of around 6,000 locations in 34 provinces. Citibank, N.A., Indonesia is connected to ATM Bersama networks with more than 70,000 ATM terminals throughout Indonesia.

In 2020, Citibank Indonesia received a prestigious award as Best International Bank in Indonesia from Finance Asia, while in 2019 the bank was named as **Best International Bank in Indonesia**



from Asiamoney, **Best Corporate/Institutional Digital Bank in Indonesia** from Global Finance and **Wealth Management Platform of the Year in Indonesia** from Asian Banking and Finance.

Further information can be obtained at Website: www.citigroup.com | Twitter: @citi | YouTube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citiindonesia | LinkedIn: www.linkedin.com/company/citi . To enjoy a digital banking experience, please visit www.citibank.co.id .

Citibank N.A., Indonesia is a bank that is licensed, registered and supervised by the Indonesia Financial Services Authority (OJK).

Citibank N.A., Indonesia an insured member of Deposit Insurance Corporation.