



Press Release

For Immediate Release

Citi Wins Digital Bank of the Year in Indonesia and Best Bank in Asia Pacific from The Asset

Jakarta, 6 April 2021 – Citi Indonesia has been named as “Best Digital Bank of the Year” for the fourth consecutive years by The Asset Magazine during its annual Triple A Digital Awards. The event recognizes financial institutions and technology firms that have excelled in innovating and developing a unique digital experience for customers across the Asia-Pacific and Middle East regions.

“We are honored to have received this award as it recognizes our effort to further enhance our digital initiatives, especially during a challenging time like this where our customers don’t have as much flexibility to bank the conventional way, and rely more on the digital solutions from their banking partner,” said **Head of Consumer Banking Citi Indonesia Cristina Teh Tan**.

In addition to Indonesia, Citi was also named as Digital Bank of The Year in Asia Pacific regional level as well as in 7 other countries, namely Hong Kong, India, South Korea, Thailand, Vietnam, Bahrain and United Arab Emirates (UAE).

To increase the convenience of its customers, especially during the ongoing pandemic, Citi Indonesia has rolled out the following innovations:

- **Frictionless Customer Onboarding: Do It Yourself (FCO DIY)**

COVID-19 and mass social distancing orders have significantly impacted our branch operations. To uphold our high customer experience standard and maintain strict health protocols, we have rolled out an innovative account opening system named FCO DIY. Previously, prospective customers looking to open a checking or savings account need to complete their account opening process in branch.

Understanding the importance of adhering to strict health protocols, Citi Indonesia launched FCO DIY, which allows prospective customers to complete part of the process of account opening through the Citibank Indonesia website. After filling out basic information and all forms are completed, an application ID will be generated by system, which the prospect will bring to physical branch for further processing.

- **Digitally Seen Card Credentials on Citi Mobile**

As a result of COVID-19, courier delivery of physical credit cards has been significantly impacted. To address this, Citi introduced this feature to ensure that our customers are able to perform transactions while the physical card is in transit.



Big Regional Wins

In addition to being named as Digital Bank of the year, Citi Asia Pacific was also recognized as *Best Bank*, *Best Corporate and Institutional Adviser*, *Best Equity Adviser* and *Best Healthcare/Pharmaceutical Adviser* by The Asset in its Triple A Digital Awards.

“These awards represent exceptional recognition of our team’s focus on delivering solutions across Asia Pacific through a time of challenge. We thank our clients for the trust they place in us every day, and we are excited about continuing to support and grow with them” said **Peter Babej, Chief Executive Officer, Citi Asia Pacific**.

On Citi’s Best Bank win, The Asset said, “Citi Asia Pacific set a record for net new money in wealth management, exceeding US\$20 billion for the first time in its history as at December 16 2020, exceeding the previous year’s total by 10%.”

“It made big strides in the equity capital markets business, arranging deals in multiple geographies amid increased market volatility due to COVID-19,” the magazine added, in reference to Citi’s Best Equity Adviser win. Citi arranged the first equity transaction in South Korea in 2020, a US\$503 million block trade for Celltrion.

Citi was also a joint global coordinator in the largest combined offering in Asia in the past decade – the US\$3 billion placement and convertible bond for Bharti Airtel. In the last 12 months, Citi has helped raise over US\$150 billion for Asia Pacific clients from international capital markets and advised on close to US\$100billion in M&A involving Asian companies.

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For further information, please contact:

Puni A. Anjungsari

Country Head of Corporate Affairs
Citi Indonesia (Citibank N.A., Indonesia)
Email : puni.anjungsari@citi.com
Phone: +628119788996

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.