



Press Release

For Immediate Release

Citi Indonesia and Telkomsel Introduces New Benefits to Complement Digital Lifestyle of Customers

Jakarta, September 1, 2021 – Citi Indonesia and Telkomsel today further strengthened its partnership by introducing a wide range of new benefits for holders of the Citi Telkomsel Visa credit card. The added benefits include free premium subscription to Amazon Prime, e-vouchers for top marketplaces, as well as other benefits to complement the digital lifestyle of the cardholders.

Head of Consumer Banking Citi Indonesia Cristina Teh-Tan explained that, "Citi understand our customers' ever-growing digital needs. As such, we feel that we have an obligation to continuously complement their digital lifestyle. As a Telkomsel Customer, you can enjoy even more digital experiences of data package, access to favorite entertainment channels and get e-Voucher gift card for your online transaction with Citi Telkomsel Visa Card."

The ongoing pandemic has significantly increased internet use in Indonesia. As of the second quarter of 2020, internet users in Indonesia according to the Internet Service Providers Association (APJII) rose to 73.7% of the country's population, or 196.7 million users. This increase also means that people are shopping, finding entertainment and transacting online even more.

Cristina further added that, "At Citi, we are constantly innovating to bring more values to our customers. We believe that the Citi Telkomsel Visa Credit Card can answer the needs of the ever-expanding digital lifestyle of our customers, especially at a time like this."

Launched in 2005, the Citi Telkomsel Visa credit card is a co-brand credit that offers unique and exclusive benefits so that users are able to have Amazing Digital Life Access. The new Go Limitless benefits which will be available to cardholders since July 1, 2021 will include: Citi Halo Unlimited Exclusive data package, including 1-month Premium subscription on Amazon Prime.

In addition, Citi Telkomsel Visa Credit Card, customers can also enjoy a variety of special promotion including e-Voucher gift for transaction in Tokopedia and GrabFood (up to IDR20.000/transaction) and buy 1 get 1 free XXI ticket every Saturday.

Director of Marketing Telkomsel Rachel Goh explains, "Telkomsel wants to #MakeThingsHappen for our customers. Together with Citi, we want to bring the best value of Halo Unlimited plan, the most convenient digital payment, premium digital entertainment, e-commerce and food delivery enjoyment to our Citi Telkomsel Visa Credit Card customers.



Riko Abdurrahman, President Director of Visa Indonesia said, “Credit cards continue to be one of the most preferred ways to pay when going cashless in Indonesia. Our recent Visa Consumer Payment Attitudes Study¹ showed 53% of Indonesians are carrying less cash because they’re using cards more often. As accelerated by the pandemic, 77% said that they believe a cashless society can be achieved before the year 2030. We are very supportive and happy to see Citi and Telkomsel reinforcing the card’s value proposition and creating more benefits for cardholders in the new normal.”

For more information, please visit <https://www.citibank.co.id/telkomsel>.

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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 2021, Citibank Indonesia received the prestigious award as **Best International Bank** in Indonesia from Finance Asia and also as **Digital Bank of the Year** during The Asset Triple A Digital Awards 2021.

¹ The Visa Consumer Payment Attitudes Study 2020 was conducted by CLEAR M&C Saatchi in August-September 2020, on behalf of Visa to understand payment behaviors of consumers when it comes to digital payments, digital banking, and the future of commerce, with COVID-19 having shaken the world. The survey was conducted amongst 1,000 consumers in Indonesia, with demographics of respondents were male and female between the ages of 18 to 65 years old with a monthly personal income of IDR3 million and above.



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.