



PRESS RELEASE

For Immediate Publication

Citi Indonesia Launches Citi Simplicity+, A Market First for Indonesia

This unique credit card offers 10% interest rebate for on-time payments, plus no late fees, and no over credit limit fees

Jakarta, 26 October 2016 –Citi Indonesia today launched its latest credit card, Citi Simplicity+. This new card demonstrates Citi’s commitment to helping ensure that credit cards are as simple and convenient as possible for the bank’s customers who seek a card that fits their busy and complex lives. Citi Simplicity+ is the only credit card in the market that provides a 10% interest rebate for on-time payments, plus no late fees, and no over credit limit fees.

Citi Indonesia CEO Batara Sianturi stated, “The rise of urban society in Indonesia provides Citi with the opportunity to grow its portfolio of first-rate banking products for the benefit of our cherished customers, especially those who live busy lives pursuing a variety of activities. Citi Simplicity+ is evidence of Citi Indonesia’s commitment to constant innovation and to utilizing our experience and the global footprint we possess, while reaffirming our position as the country’s leading provider of banking products.”

Growing urbanization in several of its major cities translates into Indonesia having one of the fastest developing consumer markets in the world. Whereas in 2013 there were 55 million people categorized as the consuming class, this number looks set to continue rising to 86 million by 2020. People who fall into this category are often willing to meet their own living needs, as well as those of their family by using improved products or services. What’s more, these people are also financially savvy when it comes to using banking products such as mortgages, mutual funds and credit cards.¹

“The fast-paced lives that many urban residents lead means that they need a simplified way of carrying out various activities, especially as we all try to do more with less time, including managing multiple schedules and demands. The introduction of Citi Simplicity+ provides peace of mind to customers in the form of a credit card, which is simple yet extremely convenient. Also, this card allows us to show our appreciation to our customers who pay their bills on time by giving them a 10% interest rate rebate.” added **Batara**.

Citi Simplicity has previously been introduced in the United States, Australia, United Arab Emirates, Poland and Russia. However, Indonesia is the first country to introduce the "Plus" feature a 10% interest rebate for on-time payments.

Citi Simplicity+ Credit Card – The Card that keeps it Simple. Key Benefits:

- 10% Interest Rebate for on-time payments
- No Late Fees

¹ *The Evolving Indonesian Consumer, Asia Consumer Insight Center, McKinsey & Company, November 2013*



- No Over Limit Fees

Some of the additional benefits of Citi credit cards are also offered on Citi Simplicity+, including EazyPay, Merchant Promotions, Citibank 1Bill, and card protection through Credit Shield Plus.

Batara Sianturi is optimistic that Citi Simplicity+ will be warmly welcomed by the bank's customers. "In line with the needs of customers today, Citi Simplicity+ offers the hallmark transparency, flexibility and ease of Citi products. We are optimistic that this product will provide a solution to our customers' financial needs as well as provide them with added value in their banking activities in Indonesia."

To apply for the Citi Simplicity+ Card, please visit: <https://www.citibank.co.id> or stop in a branch.

For further information, please contact:

Elvera N. Makki

Country Head Corporate Affairs

Citi Indonesia

corporateaffairs.indonesia@citi.com

About Citi Indonesia

Citi Indonesia is a fully-owned subsidiary of Citigroup, Inc – New York, USA. Citi has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citi operates 10 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citi also has one of the largest consumer transaction networks with 33,000 payment points and one of the largest corporate distribution networks with 4,800 locations in 34 provinces.

Established in 1998, *Citi Peka* (Citi Cares and Creates) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. *Citi Peka* focuses on empowerment programs and the presentation of awards to entrepreneurs and microfinance institutions. It also seeks to enhance the abilities of young entrepreneurs, as well as to develop the financial capacities of school-age children, farmers and mature aged women in the operational areas of Citi Indonesia. For more than 18 years, *Citi Peka* has partnered with over 56 organizations to implement 34 programs with funding of more than US\$ 10 million which has reached more than 1 million individuals. Guided by the principle of "More than Philanthropy", *Citi Peka* involves more than 90% of Citi employees as volunteers in various community activities.

In 2016, Citi Indonesia has received various awards, including in the Triple-A Asset Awards and from Global Finance as **The Best Digital Bank**, from Finance Asia and Alpha Southeast Asia as the **Best Foreign Bank in Indonesia**, from SWA Magazine as one of the **Best Companies in Creating Leaders from Within**, from Warta Ekonomi magazine for **Best Digital Innovation Award for Banking in the Category of Top 1 Foreign Bank**, from Global Finance as **Best Digital Corporate/Institutional Bank**, from Euromoney at the Asian level of **Best Bank for Transaction Services in Asia**, as well as from Mix magazine in the Best Corporate Social Initiative 2016 as **Best Employee Volunteering**. Over the course of 2015, Citi also received various awards including **Best Bank** in the Triple-A Asset Awards, **Best Tax Payment Bank** in Indonesia from Treasury Office VII of the Indonesian Tax Office, **Best Service Provider - Transaction Bank** from The Asset Magazine, **2015 Service Quality Award** from Service Excellence Magazine in collaboration with Carre – the Centre for Customer Satisfaction & Loyalty (Carre CCSL), **Best Foreign Bank in Indonesia** from Global Banking & Finance Review, and **Best Consumer Digital Bank in 2015 (Indonesia)** from Global Finance Magazine.

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

PHOTO GALLERY

Photo 1



Becoming the first market for Citi globally, Citi Indonesia today launched its latest credit card, Citi Simplicity+. This new card demonstrates Citi's commitment to helping ensure that credit cards are as simple and convenient as possible for the bank's customers who seek a card that fits their busy and complex lives. Citi Simplicity+ is the only credit card in the market that provides a 10% interest rebate for on-time payments, plus no late fees, and no over credit limit fees. On the picture (left to right) **Director of PT VISA Worldwide Indonesia Harianto Gunawan, Cards and Loan Product Head Citi Indonesia Ari Lastina, CEO Citi Indonesia Batara Sianturi** together with **Citi Regional Cards and Loan Manager Mon Delrosario** on today's Citi Simplicity+ launched in Jakarta which proven Citi's commitment constant innovation and to utilizing our experience and the global footprint we possess, while reaffirming our position as the country's leading provider of banking products.

Photo 2



The rise of urban society in Indonesia provides Citi with the opportunity to grow its portfolio of first-rate banking products for the benefit of our cherished customers, especially those who live busy lives pursuing a variety of activities. In line with the needs of customers today, Citi Indonesia launched its latest credit card, Citi Simplicity+. Offering the hallmark transparency, flexibility and ease of Citi products, Citi Indonesia is optimistic that this product will provide a solution to our customers' financial needs as well as provide them with added value in their banking activities in Indonesia. As mentioned by **CEO Citi Indonesia Batara Sianturi** during his opening remarks of Citi Simplicity+ launched today in Jakarta.

Photo 3



The fast-paced lives that many urban residents lead means that they need a simplified way of carrying out various activities, especially as we all try to do more with less time, including managing multiple schedules and demands. This was revealed during talkshow which attended by (left to right) **Cards and Loan Product Head Citi Indonesia Ari Lastina, Psychologist Roslina Verauli M.Psi., Psi., Celebrity and Young Entrepreneur Marcel Chandrawinata, also Owner of SANA Studio Laila Munaf.** The introduction of Citi Simplicity+ provides peace of mind to customers in the form of a credit card, which is simple yet extremely convenient.