



PRESS RELEASE

For Immediate Release

**Reaffirming its Focus on Banking Digitization,
Citi Indonesia is Awarded as “Best Digital Bank in Indonesia”
by The Asset Magazine**

Jakarta, 4 April 2017 – Citi Indonesia has been awarded by the Triple-A award as the "**Best e-Bank in Indonesia**" in the Best Digital Bank Awards category held by The Asset magazine. This awards ceremony is an annual event dedicated to financial institutions and technology companies that excel at innovating and developing unique digital experiences for their customers throughout the Asia Pacific region. The judging process is performed using a strict methodology and approach by the editorial board of The Asset, which has several decades of experience in evaluating awards for this industry in the Asia Pacific and Middle East regions. Citi Indonesia was selected as the winner in the category of Digital Banking due to its excellence in managing to create a particular barometer in digital banking and for having a broad scope of digital activities in the Asia Pacific region.

Batara Sianturi CEO Citi Indonesia stated, "The award that we have received demonstrates Citi's commitment which emphasizes on innovation. In an environment where technological development and digitization are constantly changing the way we meet the needs and aspirations of our customers, we continuously enhance our digital services by using the highest security standards, at the same time providing the best digital experience to customers, whenever and wherever they are."

Focusing on the power of mobile banking, Citi has introduced Global Mobile which features a well-designed interface for providing its customers with a better overall experience on top of the more effective interface. Through *Global Mobile*, customers can enjoy the benefits and convenience of performing banking transactions which previously could only be done through branches, phone banking or online banking. *Global Mobile* offers a variety of services such as the activation and changing of PIN numbers for debit and credit cards, Snapshot View, meanwhile, shows customer their most recent financial position, securely and conveniently, without the need to login. It also displays the details of savings, deposits and credit card transactions over the past 90 days.

Citi has also launched a new application for corporate users called MobilePASS. This is a new digital solution which removes the need for corporate clients to use a token when trying to log in. MobilePASS is non-physical, application-based token which enables users to make use of their smartphone to get an access code without having to first connect with a connectivity network. It allows access to a variety of top e-banking platforms aimed at institutions such as CitiDirect BE[®], CitiDirect BE[®] Mobile and CitiDirect BE[®] Tablet.

Similar awards were also won by Citi Indonesia in recent years, when the bank was named as **Best e-Bank in Indonesia** by **The Asset**, **Best Consumer Digital Bank** by **Global Finance Magazine**, and **Best Bank in Digital Services** at the **Indonesia Banking Awards** held by the Tempo Media Group. All of



these awards were given to Citi thanks to its hard work in developing and optimizing digital financial services for its customers.

“It is our priority and commitment to develop digital-based services, especially with mobile-first capabilities. Through the number of functions and conveniences that we offer, Citi customers can perform financial transactions in accordance to their needs and preferences in a secure environment from the palm of their hands.” Batara concluded.

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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. Citibank N.A., Indonesia is part of ATM Bersama networks with more than 70,000 ATM terminals throughout Indonesia.

Citi Peka (Care & Create Something Impactful) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. Established in 1998, Citi Peka focuses on empowerment and awarding programs to micro entrepreneurs and microfinance institutions. It also seeks to enhance the abilities of the youth, 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 800.000 people. Guided by the principle of "More than Philanthropy", Citi Peka involves more than 90% of Citi employees as volunteers in various community activities.

In 2017, Citi Indonesia has received various awards, including in The Asset Asian Triple-A Awards as **Best Bank – Global in Indonesia, Best Corporate and Institutional Bank – Global in Indonesia, Best Corporate Bond in Indonesia, and Best Liability Management in Indonesia**. In 2016 Citi Indonesia gained various awards from The Asset Triple-A 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](https://twitter.com/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



*Citi Indonesia named as “Best e-Bank in Indonesia” on category Best Digital Bank Awards held by The Asset. On the picture (second from the left), **CEO Citi Indonesia Batara Sianturi** and also management of Citi Indonesia.*



*Triple-A award as **“Best e-Bank in Indonesia”** for category Best Digital Bank Awards received by Citi Indonesia.*