



**For Immediate Release**  
**Citigroup Inc. (NYSE: C)**  
**July 23, 2015**

## **Citi Mobile Challenge Launches in Asia Pacific**

*Digital Acceleration Program Fuels FinTech Innovation through Global Competition;  
Events in Bangalore, Hong Kong, Singapore and Sydney*

**Hong Kong** – Citi today announced the launch of *Citi Mobile Challenge* in Asia Pacific, part of Citi’s drive to foster digital and mobile innovation in banking.

*Citi Mobile Challenge* is a next-generation accelerator that combines a virtual hackathon with an incubator, a worldwide network of FinTech experts and Citi’s unparalleled global sponsors and clients to discover solutions across more than 100 markets. Developers from Asia Pacific and around the world are invited to build innovative solutions that are capable of running on Citi’s digital platform globally.

Registration for the Challenge will begin on August 19, and selected participants will demonstrate their concepts at events in Bangalore, Hong Kong, Singapore, and Sydney.

“From credit cards to ATMs, Citi has a history of embracing new technologies to transform how it serves clients. In Asia, recent examples of Citi’s legacy of innovation include the launch of Citi Smart Banking and the Citibank Express – new innovations that have since been rolled out globally. Asia is home to a fast growing FinTech community, and this initiative will help accelerate and uncover new and exciting opportunities for Citi to develop transformational approaches to banking,” said Francisco Aristeguieta, Citi’s Asia Pacific CEO.

“Through Citi’s Digital Acceleration program we have been unleashing the power of the tech community, developing new solutions and challenging ourselves on how we reimagine banking,” said Heather Cox, Chief Client Experience, Digital and Marketing Officer for Global Consumer Banking at Citi. “*Citi Mobile Challenge* has helped us connect with top developers across the world, and we are excited to bring this opportunity to Asia Pacific.”

Citi will make available a variety of APIs from the bank and other leading financial and technology companies to help developers create real-world innovations that could function with existing Citi technology. A panel of industry experts and financial technology leaders will evaluate the solutions at each event. Finalists compete for an opportunity to take their technologies into production with Citi’s support, a share of US\$100,000 in cash awards, and a suite of services from Citi Mobile Challenge sponsors, including the opportunity to participate in accelerator programs and receive mentoring, office space and investment.

Citi Mobile Challenge in Asia Pacific follows successful launches in EMEA earlier this year and in Latin America and the U.S. in 2014. Across the three programs, Citi received nearly 2,000 submissions from more than 100 countries and hosted events in Buenos Aires, Bogotá, Silicon Valley, New York, Miami, Nairobi, Jerusalem, Warsaw and London. Citi is currently working with several top innovations from previous Challenges to launch pilot solutions for consumer and business clients in various markets.

"Citi is deepening our engagement with developers and connecting directly with new innovation hubs to integrate new solutions into our digital business in markets all over the world. The Mobile Challenge in Asia will help Citi uncover fresh approaches to expanding financial inclusion through technology," added Jorge Ruiz, Digital Acceleration Global Program Head, Citi.

For more information about Citi Mobile Challenge, visit [www.citimobilechallenge.com](http://www.citimobilechallenge.com) and follow along on social media: #CitiMobileChallenge.

###

### **About Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

Additional information may be found at [www.citigroup.com](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

### **Media Contacts:**

James Griffiths [james.a.griffiths@citi.com](mailto:james.a.griffiths@citi.com) (852) 2868 7668

Deirdre Leahy, [deirdre.leahy@citi.com](mailto:deirdre.leahy@citi.com) and (212) 559-3296

© 2015 Citigroup Inc. Citi, Citi and Arc Design, Citibank and Arc Design are registered service marks of Citigroup Inc.