



Press Release

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## **Citi Indonesia Relocates Its Kebon Jeruk Branch as Part of the Digitization Strategy**

Citi Indonesia held the relocation ceremony of Citibank smart branch located at AKR Gallery West Jl. Panjang No. 5, Kebon Jeruk, Jakarta 11530. With the smart branch concept, Citi Indonesia's customers located in Kebon Jeruk area and nearby location can now have a remarkable banking experience generated through seamless processes and world-class digital capabilities, known as the Citi Signature Experience.

Environmental footprint is one of Citi's priority, therefore Kebon Jeruk branch fit out were carefully designed as an environmental friendly office to meet the specification of the LEED (Leadership in Energy and Environmental Design) criteria which is energy savings, water efficiency and using eco-friendly material selection.

The branch also upgrades its facilities for customers, which now features:

- Marketing Wall, to deliver latest marketing promotion and provide attractive recorded video clip from expert advice on the current market update and economic outlook,
- Interactive digital sales walls where customers can browse information on Citi's products and available services,
- Meeting rooms and video conferencing facilities with LED screens that can be utilized by customers to engage in private sessions with specialists and Relationship Managers at other Smart Branches,
- Citigold Lounge experience, with a new, artistic concept specifically designed to elevate Citigold customers' level of comfort and convenience while fulfilling all of their banking needs.

**Citi Indonesia's Head of Consumer Banking Cristina Teh Tan** commented, "A Smart Branch offering an up to-date digital experience to customers is a manifestation of Citi Indonesia's investment in and commitment to our customers. This branch not only utilizes digital technology, but also provides convenience for customers in terms of its strategic location, features, and spatial design."

Citi Indonesia's excellence in digitization and banking services has also been recognized by the Asset recently, by winning "Digital Bank of the Year" in Indonesia for three consecutive years.

"We will continue to reinforce our position as a global bank that emphasizes on digitalization, by continuously introducing next-generation banking services and products which are increasingly demanded by our customers," closed **Cristina**.

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### **About Citibank Indonesia**

Citibank, N.A., 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 2019 Citibank Indonesia received a prestigious award 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. In 2018, Citibank Indonesia received awards as **Best International Bank in Indonesia from Finance Asia**, **Best Bank-Global in Indonesia**, **Best Bond Adviser-Global in Indonesia**, **Best Digital Bank in Indonesia**, **Best Retail Mobile Banking Experience** from the Asset, **Digital Banking Initiative of the Year** from Asian Banking and Finance, as well as **Innovative Company in Digital Services** in the category of **Foreign Bank** from Warta Ekonomi.

Further information can be obtained at Website: [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/citiindonesia](http://www.facebook.com/citiindonesia) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)  
To enjoy a digital banking experience, please visit [www.citibank.co.id](http://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

### **PHOTO GALLERY**



Left-right: Head of Sales and Distribution Citi Indonesia Sri Yuanita Mukti, Head of Consumer Banking Citi Indonesia Cristina Teh Tan, CEO Citi Indonesia Batara Sianturi, Head of Retail Banking Citi Indonesia Steven Suryana and Regional Branch Business Manager Christian Fajar Nugroho during the Kebon Jeruk branch relocation ceremony. With the smart branch concept, Citi Indonesia's customers located in Kebon Jeruk area and nearby location can now have a remarkable banking experience.