



1968–2018
Citi celebrates 50 years
of dedication for Indonesia



Press Release

For Immediate Distribution

Citi Indonesia and Telkomsel Introduce “Live Large” Campaign, Adding More Benefits for Citi Telkomsel Credit Card

Jakarta, July 18, 2018 - Citi Indonesia (Citibank) and Telkomsel today further reinforced their cooperation by introducing "Live Large", a campaign designed to deliver additional value and benefits which allow customers to enhance their urban lifestyle. Amongst the additional benefits is up to 20GB data packet, allowing even more mobile Internet access for customers who need to be always connected to their digital world.

The event was attended by **Citi Indonesia CEO Batara Sianturi**, **Citi Indonesia Head of Consumer Banking Cristina Teh Tan**, **CEO TCASH Danu Wicaksana** and **Head of Postpaid Marketing Telkomsel Jason Tan** as well senior management of Citi Indonesia and Telkomsel.

Introduced in 2005, Citi Telkomsel Credit Card is the first credit card to result from the collaboration between Indonesia’s banking and telecommunications industries. It was created to meet the needs of Citibank customers and Telkomsel kartuHalo subscribers, many of whom are active members of an urban, mobile society.

Citi Indonesia CEO Batara Sianturi said, "As a global bank with networks in almost 100 countries, Citi’s credit card products come with international benefits and services that perfectly match the lifestyle of our customers. Our customers have urban lifestyles and increasingly, their mobile devices are becoming inseparable from the way they communicate, get news and information, and access digital content. Along with the celebration of Citi’s 50 years of dedication for Indonesia and carry out the mission to “Be The Best for Our Clients”, we are proud to add even more value and benefits to the Citi Telkomsel Credit Card to help our customers remain connected."

Head of Postpaid Marketing Telkomsel Jason Tan said, "We are delighted to be able to work with Citibank again to provide additional value for Citi Telkomsel Credit Card customers. Collaboration with partners from different industries is very important, given the diverse needs and interests of urban communities. It also matches Telkomsel's vision to be a world-class trusted mobile service and mobile digital lifestyle solutions provider."

The Internet has changed the lifestyle of the urban community, where almost all daily needs can be fulfilled by connecting to the Internet via mobile phones or laptops. Amongst urban citizens, there is a concept of "no data, no life" which clearly emphasizes their dependence on mobile data services in their daily activities. In Indonesia, based on data from the Indonesia Internet Service Providers Association (APJII), the number of Internet users in 2017 reached 143.26 million people or equivalent to 54.68 percent of Indonesia’s total population. This is an increase of 10.56 million people from 2016¹.



1968–2018
Citi celebrates 50 years
of dedication for Indonesia



Citi Indonesia Head of Consumer Banking Cristina Teh Tan said, "At Citi, we are constantly innovating to provide more value to our customers. We believe Citi Telkomsel Credit Card can answer the needs of the urban lifestyle in today's digital era."

CEO TCASH Danu Wicaksana added, "Given the high adoption of the digital lifestyle, Telkomsel provides the benefits of data service packages supported by a wide, high quality network, as well as the ease and convenience of TCASH electronic money. In addition to the benefits provided by Citibank, we hope that this partnership will further accommodate the urban lifestyle needs of KartuHalo subscribers to 'Live Large', which means a more exciting life with more privileges."

Citi Telkomsel Credit Card offers more value and benefits for Citibank customers and KartuHalo subscribers, including up to 20GB of free double data per month, TCASH balance up to Rp 1,000,000, and cashback of up to Rp. 500,000 when kartuHalo bills are paid using Citibank's 1BILL.

In addition, Citi Telkomsel Credit Card customers can also enjoy a variety of special promotions including buy 1 get 1 free XXI ticket every Saturday, buy 2 get 3 for every purchase at Excelso every Friday, and 3x Citi Rewards Points for Telkomsel KartuHalo billing payment through Citibank 1Bill and 2x Citi Rewards Points for transactions in participating partners such as coffee shops, Shell gas stations, and electronics merchants. Citi Telkomsel Credit Card customers will also get the same services as Telkomsel's priority customers at Grapari. Selected customers will also get free access to Telkomsel Lounge at Soekarno Hatta Airport Terminal 3.

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

For further information, please contact:

Ananta Wisesa
Head of External Communication
Citi Indonesia (Citibank N.A., Indonesia)
corporateaffairs.indonesia@citi.com

Denny Abidin
General Manager External Corporate Communications
Telkomsel
Denny_Abidin@telkomsel.co.id

¹ https://kominfo.go.id/index.php/content/detail/12640/siaran-pers-no-53hmkominfo022018-tentang-jumlah-pengguna-internet-2017-meningkat-kominfo-terus-lakukan-percepatan-pembangunan-broadband/0/siaran_pers

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 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



1968–2018
Citi celebrates 50 years
of dedication for Indonesia



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. In 2017, Citibank Indonesia has received various awards, including from Global Finance Magazine as both **“Best Corporate/Institutional Digital Bank”** and **“Best Consumer Digital Bank”**, **“Best Foreign Bank in Indonesia”** from Finance Asia, **“Best Bank in Compliance Reporting of Foreign Exchange Flows (LLD = Lalu Lintas Devisa) and Export Proceeds (DHE = Devisa Hasil Ekspor)”** by the Indonesia Central Bank, **“Best Bank in Indonesia”**, **“Best e-Bank in Indonesia”**, **“Best Corporate and Institutional Bank – Global in Indonesia”**, **“Best Corporate Bond in Indonesia”**, **“Best Liability Management in Indonesia”** from The Asset magazine and **“Best Perform in Custodian Bank”** along with **“Indonesia’s Digital Innovation Award 2017 in Foreign Bank category”** from Warta Ekonomi magazine. In 2016 Citibank Indonesia earned various awards from The Asset Triple-A Awards as **“Best e-Bank in Indonesia”** 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 co-winner 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”**. PT Citigroup Sekuritas Indonesia (PT CSI) won **“Best Securities 2016”** in the category of assets above IDR 1 Trillion by Investor 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.

Citibank N.A., Indonesia is a bank that is licensed, registered and supervised by the Indonesia Financial Services Authority (OJK).

About Telkomsel (www.telkomsel.com)

Telkomsel is the largest mobile service provider in Indonesia with more than 192 million subscribers. To serve its customers spread throughout Indonesia, including in remote areas and outer islands as well as border areas of the country, Telkomsel deploys more than 167,000 BTS. Telkomsel has consistently implemented the latest mobile technology and became the first to commercially launch 4G LTE mobile services in Indonesia. Entering the digital era, Telkomsel continues to expand its digital business, including Digital Advertising, Digital Lifestyle, Mobile Financial Services, and Internet of Things. To serve the needs of customers, Telkomsel operates a 24-hour call center and GraPARI service spread across Indonesia.

PHOTO GALERY



TCASH CEO Danu Wicaksana, Telkomsel Head of Postpaid Marketing Jason Tan, Citi Indonesia CEO Batara Sianturi, Citi Indonesia Head of Consumer Banking Cristina Teh Tan, and Telkomsel EVP Area Jabotabek Jabar Ririn Widaryani on the introduction of Citi Telkomsel Card "Live Large", a campaign designed to deliver additional value and benefits which allow customers to enhance their urban lifestyle. Amongst the additional benefits is up to 20GB data packet, allowing even more mobile Internet access for customers who need to be always connected to their digital world.



Left-right: **CEO TCASH Danu Wicaksana, Telkomsel Head of Postpaid Marketing Jason Tan, Telkomsel EVP Area Jabotabek Jabar Ririn Widaryani, Citi Indonesia CEO Batara Sianturi, Citi Indonesia Head of Consumer Banking Cristina Teh Tan, Citi Indonesia Head of Cards and Loans Ramon Delrosario and Visa Indonesia Senior Business Development Leader Jacqueline Hartono** on the introduction of Citi Telkomsel Card "Live Large", a campaign designed to deliver additional value and benefits which allow customers to enhance their urban lifestyle. Amongst the additional benefits is up to 20GB data packet, allowing even more mobile Internet access for customers who need to be always connected to their digital world.