

Citi Indonesia Launches "Citigold On Your Terms" Campaign by Promoting Digital Banking Services to Optimize Investment Growth Based On Customer Preference

Jakarta, 5 September 2017 – Addressing changing Citigold customer preferences, Citi Indonesia launches "Citigold On Your Terms," which offers wealth management services through digital banking services and financial solutions tailored specifically to customer aspirations. This program aims to respond to Citigold customer preferences, which are becoming more global and digital.

Citi Indonesia Chief Executive Officer Batara Sianturi states, "Citi Indonesia continually strives to improve the quality and performance of our retail banking services in order to become more aligned with Citigold customers in the affluent segment. The introduction of 'Citigold On Your Terms' addresses the changing trends and preferences of customers' financial goals through renewed digital banking services to optimize the growth of investments."

A recent study conducted by Citi Indonesia on customer trends and preferences in the affluent segment shows a 20% increase in digital service usage for investment by Citigold customers compared to 2015. That increase is triggered by the rise in the number of customers with growth-oriented investments who are 45 years and older.

Citi Indonesia Head of Customer Bank Bea Tan asserts, "This shows that Citigold customers are becoming increasingly oriented toward asset growth, not just savings. This trend is supported by the ease of use of Citi Mobile digital banking applications such as touch ID and soft token technologies to access mobile banking applications. Citi also provides internet banking that offers easy monitoring of investment fund performance, anytime, anywhere, through e-mutual funds features such as performing top up activities, selling, and switching. These features enable Citigold customers to better enjoy life. It is our hope that Citigold customers are able to inspire the general public to have a financial plan."

The 2013 McKinsey Consumer Insight Indonesia report projects consumption growth in three areas (education, leisure, and health) by more than 6% per year¹ during 2010-2030, powered by urbanization. **Citi Indonesia Head of Retail Banking Harsya Prasetyo** remarks, "The consumption growth trend of Citigold customers representing the affluent segment in all three areas is progressing faster than the general projection. Compared to 2015, there is 5 times growth in education expenditure (30%), 4 times in leisure (24%), and 2 times in health (12%)."

¹ Source: McKinsey Consumer Insight Indonesia 2013

Especially for health, he adds, there is a decrease in expenditure by 22% compared to 2015 due to an increase of 56% in the number of customers who have health insurance. More customers are protected in terms of health financing; therefore there is a decrease in the number of customer expenditure in this area.

The results also show that customers are becoming more global, whereby needs have shifted to become more and more connected with global (borderless) and real-time networks. "There was a significant increase in overseas transactions, for example the number of Citigold customers who use Uber (4 times) and hotels.com (2 times), as well as a rise in the number of shopping transactions on Amazon (39%)," explains Harsya. "Due to this trend, we are increasing the security of the Citigold debit card using chip technology and the Mastercard 3D secure code for online transactions. There is also an add-on debit card service linked to a foreign currency primary account for family members abroad without the need to open additional accounts in other countries."

With the trends and changes in customer preference, through "Citigold On Your Terms," Citi Indonesia provides services through Citigold's newest four pillars of excellence that reflect wealth management services through digital banking services and financial solutions that are tailored to customer aspirations. They are:

1. **Advisory**, so customers can always have the best options. This pillar is designed to support the customer's investment journey. Services: e-mutual fund (including top up, sell, switch) and online risk profiling.
2. **Insights**, so customers are always informed of the investment world today and in the future, from Citi's view as a global bank. Customers get access to: market watch, market outlook with insights from 400+ Citi analysts globally, as well as access to webinars.
3. **Your Team**, so customers will always be supported by a team of experts who help them stays on track toward achieving their financial goals. The Citigold team comprises a Dedicated Relationship Manager (RM), Investment Consultant (IC), Insurance Specialist (IS), and Treasury & FX Specialist (TFX).
4. **Privileges**, so customers will always be pampered, such as through Citigold World Privileges' various global offerings, access to Citigold lounges throughout the world, lower banking transaction rates, and many others.

"We hope that by launching 'Citigold On Your Terms' we can better serve and become more relevant to our customers through renewed digital services and wider access to global financial experts. We also want to inspire the general public on the importance of investing and achieving their desired financial goals. Our success in helping emerging and affluent segments to strive and successfully develop assets is expected to spur people to perform more mature financial planning and strive for financial success," concludes Batara.

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About Citibank Indonesia

Citibank Indonesia is a fully-owned subsidiary of Citigroup, Inc. – New York, USA. Citibank 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 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.

In 2017, Citibank Indonesia has received various awards, including from Finance Asia as **"Best Foreign Bank in Indonesia"**, **"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. Over the course of 2015, Citi also received various awards including **"Best Bank in Indonesia"** 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



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