



Press Release

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Citi Indonesia Introduces a Simpler Approach for Citi Cash Back Card to Satisfy Increasing Customer Demand

Jakarta, April 30, 2019 – In this dynamic era, consumers always demand more benefit to meet their everyday evolving routine spend. Those benefits vary from discounts, loyalty points, vouchers, and the most popular one, Cash Back. Nowadays, Banks and non-Banks are competing to give Cash Back benefit to the market. Due to high competition, most Cash Back benefits come with complex terms and conditions such as requiring minimum spend, capped Cash Back, quick expiry, and quota limitations. To meet this growing demand, Citi Indonesia (Citibank) today announces a more straightforward approach for our Cash Back Credit Card.

“As a global bank which operates in more than 160 countries and jurisdictions, it has always been our commitment to provide credit cards that are tailored specifically to the needs of our various customer segments,” said **Head of Consumer Banking Citi Indonesia, Cristina Teh Tan**.

“At Citi, we see an opportunity to offer a simpler way to give Cash Back benefit through Citi Cash Back Card. We believe that this product fulfills customers’ demand to earn more benefit without having customers to think about the complex terms and conditions to get them.” said **Head of Cards and Loans, Ramon Delrosario**.

First launched in 2005, Citi Cash Back Card offered Cash Back benefit for selected spending category transactions when the cardholder meets a certain spending requirement. Our Cash Back Card is now refreshed with a flat rate Cash Back with no Cash Back limit, no merchant restrictions, and no spending requirement. It accumulates, and it lasts forever. Likewise, we also give our cardholders the flexibility on using their Cash Back. They can simply go to the Citibank website or SMS to request for Cash Back redemption. The redeemed Cash Back will deduct the cardholder’s next statement balance.

“We want to help our customers in planning and managing their expenses better by offering these simpler ways through Citi Cash Back card. We will continue to bring added values to our customers to meet with their demands and expectations.” closed Cristina.

For further information, please contact:

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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 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. 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.

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).

PHOTO GALLERY



Head of Consumer Banking Citi Indonesia Cristina Teh Tan (2nd from right), Head of Cards and Loans Citi Indonesia Ramon Delrosario (2nd from left), Vice President, Global Account Asia Pacific & Europe, Middle East and Africa Thomas Verghese (outer most right) and Head of Marketing PT Visa Worldwide Indonesia Triari Senawirawan (outer most left) on the introduction of refresh value propositions and benefits of Citi Cash Back card.



Head of Consumer Banking Citi Indonesia Cristina Teh Tan (2nd from right), Head of Cards and Loans Citi Indonesia Ramon Delrosario (2nd from left), Vice President, Global Account Asia Pacific & Europe, Middle East and Africa Thomas Verghese (outer most right) and Head of Marketing PT Visa Worldwide Indonesia Triari Senawirawan (outer most left) talking together after the introduction of refreshed value propositions and benefits of Citi Cash Back card.