



PRESS RELEASE

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CEO Citi Indonesia Named as Best Leader for Business Sustainability through Business Innovation - Effectiveness of Digital Acceleration

Jakarta, July 23 2020 – Citi Indonesia Chief Executive Officer (CEO) Batara Sianturi was recently named as Best Leader for Business Sustainability through Business Innovation – Effectiveness of Digital Acceleration by Warta Ekonomi during its annual Indonesia Financial Top Leader 2020 award ceremony. Provided by Warta Ekonomi, the award was given based on research and consulting methodology which analyses the number of positive news of a company’s leader and business performance, specifically in relation to the following indicators: (1) implementation of flexible financial model, such as market segmentation and product development; (2) creation of sustainable business innovation, which focuses on digital acceleration; (3) implementation of risk mitigation and stakeholder engagement and; (4) CSR activities for business sustainment, such as community empowerment

Commenting on the award, Citi Indonesia CEO Batara Sianturi stated, “The ever-evolving digital technologies are drivers of the country’s digital economy, bringing the players within the financial ecosystem closer together. As our clients’ needs and expectations continue to evolve, we are committed to provide the latest technological products and innovations so that they find an enjoyable and intuitive client experience. Winning this award proves that Citi has been in the right direction, therefore we will continue our strategy to deliver a simpler, faster, and safer banking experience.”

In Consumer Banking, CitiMobile is the platform used by more than half of Citi Indonesia’s customers to engage digitally. The digital platform provides remarkable customer experience from account opening to servicing including card activation, e-statement view, lock card/change PIN, temporary credit limit increase, conversion to instalment (EazyPay) and taking a loan through Citi Quick Cash.

Meanwhile in Institutional Banking, CitiDirect BE® and CitiConnect® are a part of Citi Treasury and Trade Solutions’ omnichannel digital banking product suite. CitiDirect BE® is an institutional digital banking platform comprised of CitiDirect BE® online and CitiDirect BE® Mobile. CitiConnect® is Citi’s industry leading suite of institutional connectivity options, including CitiConnect® API and CitiConnect® API Developer Portal. Over the last year, significant enhancements have been made to CitiDirect BE and CitiConnect, in an effort to deliver value to clients.

Further to this award, Batara also recently named as one of “Best CEO-Employees’ Choice Awards 2020” in BUKU III Bank category from Theiconomics.com. As of July 2020, Citi Indonesia also received several prestigious accolades including “Best International Bank in Indonesia” from Finance Asia magazine and “Digital Bank of the Year in Indonesia” from The Asset.

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About Citi Indonesia

Citibank, N.A., Indonesia (Citi 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 2020, Citibank Indonesia received a prestigious award as Best International Bank in Indonesia from Finance Asia, while in 2019 the bank was named 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.

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).

Citibank N.A., Indonesia an insured member of Deposit Insurance Corporation

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