



Press Release

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## **Citi Indonesia Awarded “Best Corporate/Institutional Digital Bank” in Indonesia and Other 16 Markets in Asia Pacific from Global Finance Magazine**

- *Citi’s digital leadership in Asia Pacific was also unmatched by sweeping Best Corporate/Institutional Digital Bank title across all 17 markets in Asia Pacific.*
- *In Consumer Banking, Citi in Asia Pacific received “Best Information Security and Fraud Management”, “Best Open Banking APIs” as well as “Best in Mobile Banking”*

Jakarta, August 29, 2019 - Citi Indonesia has been named the “Best Corporate/Institutional Digital Bank” in Indonesia this year by Global Finance magazine. The recipients of the prestigious 20<sup>th</sup> Global Finance Awards were chosen from among entries evaluated by a world-class panel of judges at Infosys, a global leader in consulting, technology and outsourcing, and Global Finance’s editors.

Citi Indonesia was awarded “Best Corporate/Institutional Digital Bank” in Indonesia based on the following criteria: strength of strategy for attracting and servicing digital customers; success in getting clients to use digital offerings; growth of digital customers; breadth of product offerings; evidence of tangible benefits gained from digital initiatives; and web/mobile site design and functionality.

**Citi Indonesia CEO Batara Sianturi** said, “We are honored with the recognition from Global Finance magazine as the Best Corporate/Institutional Digital Bank in Indonesia. This achievement demonstrates our continued commitment to be the best for our clients, by focusing on innovation and digitization.”

In Asia Pacific, Citi swept the awards across all 17 markets covered under the awards program. Beside Indonesia, Citi was also named as Best Corporate/Institutional Digital Bank in Australia, Bangladesh, China, Hong Kong, India, Japan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam.

The bank also won six regional sub-category awards, including “Best Online Cash Management”, “Best Trade Finance Services”, “Best Online Treasury Services”, “Best in Mobile Banking”, “Best Mobile Banking App”, and “Best Open Banking APIs”.

Commenting on the wins, **Citi Indonesia’s Head of Treasury and Trade Solutions Tim Utama** said, “We are delighted that our ongoing efforts to digitize and innovate to serve our clients better have been recognized by Global Finance. We have made strategic investments to expand our digital capabilities and fintech partnerships in order establish Citi as the financial ecosystem of choice for clients in the digital economy.”

Citi’s Treasury and Trade Solutions launched CitiDirect BE<sup>®</sup> on mobile and desktop devices in Asia Pacific over the past year. CitiDirect BE<sup>®</sup> is the bank’s award-winning institutional online banking platform. The business also introduced biometric authentication for institutional clients, enabling facial recognition and fingerprint authentication for convenient access to CitiDirect BE<sup>®</sup>.



In Indonesia, Citi Indonesia has launched Virtual Card Accounts (VCA) for institutional clients. The main advantages of VCA include flexibility, streamlined purchasing, increased security, robust control, as well as easy, fast and completely customizable reconciliation and reporting. To safeguard against misuse, the VCA solution generates a unique, plastic-less 16-digit virtual card number for each transaction. Each virtual card is issued with client-specified authorization controls that provide peace of mind for centralized purchase needs, from everyday supplies to larger strategic purchases.

On the Consumer Banking front, Citi in Asia Pacific received “Best Information Security and Fraud Management”, “Best Open Banking APIs” as well as “Best in Mobile Banking”. Citi’s Asia Pacific Consumer Banking business comprises 12 markets in Asia Pacific, including Indonesia, and five markets in Europe, Middle East and Africa (EMEA).

**Gonzalo Luchetti, Citi’s Head of Consumer Banking for Asia Pacific and EMEA** said, “Our ongoing digital transformation continues to yield results and generate client-led growth. We continue to build digital relevance and scale by plugging into relevant digital ecosystems where our customers are active to offer increasingly innovative and personalized products and services.”

Citi has recently announced a number of partnerships with digital natives in the region. In the second quarter of the year, Citi announced a white-label credit card partnership with Paytm in India. The bank also announced the expansion of its regional partnership with Grab with the launch of a co-branded credit card beginning with the Philippines, with additional markets to follow.

In Indonesia, Citi Indonesia has enhanced even further the benefits of the Citi Cash Back Card to satisfy increasing customer demand. Cardholders can now enjoy a flat-rate Cash Back with no Cash Back limit, no merchant restrictions, and no minimum spending requirement. The benefits can be accumulated and never expire. Redeeming the Cash Back is simple and can be done through Citibank website or by SMS. The redeemed Cash Back will be credited to the cardholder’s next balance statement.

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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.

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).

## Photo Gallery



**CEO Citi Indonesia Batara Sianturi** (front row, left) and **Head of Treasury and Trade Solutions Citi Indonesia Tim Utama** (front row, right) along with Citi Indonesia's Treasury and Trade Solutions team