



Press Release

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## **Citi Indonesia Named as “Digital Bank of the Year in Indonesia” by The Asset**

*Citi also wins Digital Bank of the Year in the Asia Pacific regional level as well as in 6 other countries*

Jakarta, March 9, 2020 - Citi Indonesia was recently awarded as “Digital Bank of the Year” for the third consecutive year by The Asset Magazine, during its annual Triple A Digital Awards. The event recognizes financial institutions and technology firms that have excelled in innovating and developing a unique digital experience for customers across the Asia-Pacific and Middle East regions.

“This award underlines our commitment as a global bank that continues to provide innovative digital banking services and products to facilitate the needs of our customers,” said **Head of Consumer Banking Citi Indonesia Cristina Teh Tan**.

Beside Indonesia, Citi was also named as Digital Bank of The Year in Asia Pacific regional level as well as in 6 other countries, namely Hong Kong, Malaysia, South Korea, Thailand, Bahrain and the UAE (United Arab Emirates).

**Citi Asia Pacific and EMEA Consumer Banking Head Gonzalo Luchetti** said, “We are honored to be named Asia Pacific’s leading digital bank, recognizing that the advancement we are making in digital banking is leading to customer-led growth. Technology is enabling us to design and create superior and best-in-class experiences, an area we continue to be intensely focused on. Beyond introducing innovative products and services, we want to make banking simple, intuitive and increasingly personalized and we remain committed to delivering these experiences through our digital and mobile platforms and through our expanded network of digital partnerships in the region.”

In Indonesia, the Consumer Banking business has transformed into a simpler, faster and far more digital model. Now, more than half of Citi’s customers engage with the company digitally, with 69% year-on-year growth on Citi Mobile App usage. Citi’s digital platforms provide 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.

“Through digitization, Citi Indonesia is empowering our customers to bank through the channels they prefer and in a manner that is simpler, more convenient, easily accessible, whilst using the highest standard of safety,” closed Cristina.

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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 2019 Citibank Indonesia received a prestigious award 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. 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).

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