



Press Release

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Citi Indonesia's Consumer Banking Focuses on Creating Value for Customers through Innovation and Digitization

Medan, September 2, 2019 – Moving into the second half of 2019, Citi Indonesia (Citibank) remains committed to delivering the best customer experience by pushing innovation and digitization. The bank continues to deliver a Mobile-First mindset and build a robust digital platform for customers across the Consumer Banking business pillars, namely: Retail Banking, Cards, and Wealth Management.

Citi Indonesia's Head of Consumer Banking Cristina Teh Tan said, "In recent years, Citibank has constantly introduced innovative and customer-friendly products and services in order to enrich our customers' daily lives. Our strategy will remain the same in 2019, by emphasizing digitization and next-generation banking services and products, which are increasingly demanded by our customers."

In Retail Banking, Citibank has successfully shifted customer behavior from once centered around visits to a physical branch, to a switch into using the Citi Mobile application. This has allowed customers to conveniently conduct banking activities using their mobile phones. Citi Mobile has also been revamped specifically for Credit Card customers to provide a more seamless and delightful experience, one of the factors that saw the number of mobile active users double in 2018.

Citibank also introduced the concept of a "smart branch," where customers can have an exceptional banking experience through seamless processes and world-class digital capabilities, known as the Citi Signature Experience. Some features include:

- Interactive sales walls where customers can browse information on Citi's banking products and available services;
- Meeting rooms and video conferencing facilities with LED screens that can be used by customers to engage in private sessions with specialists and Relationship Managers at other Smart Branches;
- Citigold Lounge experience, with a new, artistic concept specifically designed to give Citigold customers' an unparalleled level of comfort and convenience while fulfilling all of their banking needs.

"Our 'smart branch' offers an up-to-date digital experience and technology to customers, which is in line with our digitization strategy. Through this, we hope to deliver a banking experience that is convenient and intuitive, and that allows us to better engage them, understand their needs, and partner with them to achieve their financial goals," added **Cristina**.

In Wealth Management, Citibank has embarked on the next level of digital capability by implementing the Total Wealth Advisory. This allows customers to perform top-up, switching and redemption on their mutual fund accounts, and update their risk profiles through the online channel. Citibank has also introduced the Citigold Circle referral program, through which customers can share their experiences using Citigold services to their friends and families and be rewarded. This program has contributing growth of more than 40% from total new client acquisition.



In Credit Cards, Citi's Cash Back Card has been relaunched with a stronger value proposition that makes it more competitive in the market. The card now features a flat rate Cash Back with no Cash Back limit, no merchant restrictions, and no minimum spending requirement. "We see this as a simpler way for our customers to have Cash Back benefits free of worry about any restrictions," said **Citi Indonesia's Head of Cards and Loans Herman Soesetyo**. Citi's prospective credit cards customers can apply for the desired cards through Citibank's website at www.citibank.co.id.

Citibank's consistency in digitization and innovation has translated into a solid financial performance. Ending the first half of 2019, Citibank continued to record positive performance and growth by posting net income of Rp 1.6 trillion, a 97% increase compared to the same period last year.

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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 | 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.

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