

Press Release

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## **Citi Rewards Points Program - Traveloka Points Conversion: Traveloka and Citi Indonesia Collaborate for a more rewarding Travel and Lifestyle Consumer Experience**

*The collaboration between Citi Indonesia and Traveloka is the first real-time cross-platform points reward exchange in Indonesia.*

**Jakarta, 28 October 2019** - Traveloka, the largest digital-based travel and lifestyle service provider in Southeast Asia, is collaborating with Citi Indonesia (Citibank) to introduce **the Citi Rewards Points - Traveloka Points Conversion program**, which was officially introduced today in Jakarta. Through this program, Citi Credit Card customers who are also Traveloka users can easily exchange Citi Rewards Points / Miles into Traveloka Points in real-time, making this collaboration the first initiative between Citi Indonesia and a technology company that allows real point exchanges with the utilization of API technology. This program is an additional feature of Citi Indonesia and Traveloka partnership programs since 2015. The introduction of this collaborative program was attended by **President, Traveloka Group Operations, Henry Hendrawan; Senior Vice President of Insurance & Partnership, Traveloka, Yady Guitana; Senior Vice President of Payment Products, Traveloka, Stefani Herlie**, and Citi Indonesia's representatives, **CEO of Citi Indonesia, Batara Sianturi; Citi Indonesia's Head of Consumer Banking, Cristina Teh Tan; and Herman Soesetyo, Head of Cards and Loans, Citi Indonesia.**

This program is expected to provide greater convenience and a new experience for Citi Credit Card customers to realize their travel plans and lifestyle needs by using Traveloka Points to enjoy attractive price discounts, both for Traveloka services and all Traveloka Points merchants. In addition, this program also allows users to make the most of the points gained from the Citi Indonesia loyalty program.

**Senior Vice President of Payment Products, Traveloka, Stefani Herlie**, said, "This collaboration is a manifestation of our commitment in providing convenience for users by observing and analyzing their needs, in this case the freedom to optimize the use of Citi reward points they get from transactions using Citi cards with an easy and practical way, to fulfill their travel and lifestyle needs."

Unlike other loyalty programs, Citi Credit Card customers can convert their Citi Rewards Points / Miles to Traveloka Points in real-time through Traveloka's mobile application, which can be downloaded from Google Play and the Apple App Store. Customers no longer need to contact customer service in order to redeem Citi Rewards Points / Miles, making for an easier and more beneficial conversion experience that can be done in seconds. This program is valid for Citi Premier Miles, Citi Platinum, Citi Prestige, Citi Rewards and Citi Telkomsel Card customers.

**Citi Indonesia's Head of Consumer Banking, Cristina Teh Tan** welcomed the collaboration with Traveloka. "As a global bank which operates in more than 160 countries and jurisdictions including in Indonesia, we continuously innovate in order to provide convenience and more added values to our customers. Looking at the high adoption of digital payments, we hope that our collaboration can increase the loyalty and satisfaction of Citi Credit Card and Traveloka customers," added **Cristina**.

Citi Indonesia Credit Card customers who are also Traveloka users can exchange Citi Rewards Points / Citi Miles into Traveloka Points by following these few easy steps:

1. Open the latest version of the Traveloka application version 3.13 or higher;
2. Select the Points section on the home page;
3. Tap the banner “Tukarkan Citi Rewards Points/Citi Miles ke Traveloka Poin” in the “Raih Lebih, Dapat Lebih!” section;
4. Read the applicable terms & conditions, then select “Tukar Sekarang” and “Mulai Tukar”;
5. Fill in the last 4 digits of your Citi Credit Card number and your mobile phone number, then click “Kirim OTP” to confirm;
6. After the data is confirmed and the type of Citi Credit Card is detected, the user will get a notification of the amount of Citi Rewards Points / Citi Miles that can be exchanged;
7. Choose how many Citi Rewards Points / Citi Miles you wish to redeem, and your Traveloka Points will be added directly.

Traveloka Points can be used directly to get discounts on Traveloka services or exchanged at more than 600 merchants that accept Traveloka Points, in categories such as fashion, food & beverage, e-commerce, health & beauty, travel, education, lifestyle, and others.

"We are very proud to create a long-term strategic partnership with Citi Indonesia, as one of our best partners. Having the same vision and mission to bring a variety of conveniences for our users has become the main basis in this collaboration. In addition, we also hope that this collaboration can continue to improve and facilitate beneficial user experiences," concluded **Stefani**.

For more information, please visit <https://m.traveloka.com/en-us/citi-rewards> or [www.citibank.co.id/pwp](http://www.citibank.co.id/pwp) on the e-commerce menu.

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**About Traveloka**

Traveloka is a leading digital-based travel and lifestyle service provider in Southeast Asia which allows users to find and order a variety of transportation, accommodation and lifestyle products. Comprehensive portfolio owned by Traveloka including tickets for transportation, such as airline tickets, buses, trains, airport transfers, and also has the largest accommodation inventory in Southeast Asia, including hotels, apartments, guest houses, homestays, resorts, and villas, making Traveloka as a platform with the most accommodation and package options.

Traveloka is also a major industry player in the lifestyle sector that allows users to make reservations for various recreational areas and activities, connectivity, and culinary directories. Traveloka offers more than 40 different local payment options for consumers in Indonesia, Thailand, Vietnam, Malaysia, Singapore and the Philippines, as well as customer service that can be contacted 24/7 in the local language. Traveloka application has been downloaded more than 40 million times, making it the most popular travel booking application in the Southeast Asian region.

**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 the Wealth Management Platform of the Year in Indonesia from Asian Banking and Finance\*. While 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) and an insured member of Deposit Insurance Corporation.

PHOTO GALLERY



Left-right: **Public Relations Director Traveloka** Sufintri Rahayu, **Senior Vice President of Insurance & Partnership Traveloka** Yady Guitana, **President, Traveloka Group Operations** Henry Hendrawan, **Citi Indonesia CEO** Batara Sianturi, **Head of Consumer Banking Citi Indonesia** Cristina Teh Tan, **Senior Vice President of Payment Product Traveloka** Stefani Herlie and **Citi Indonesia Head of Cards and Loans Herman Soesetyo** taking a group photo after introducing Traveloka-Citi Indonesia’s cooperation on Citi Rewards Points – Traveloka Points conversion.



Left-right: **Citi Indonesia Head of Cards and Loans Herman Soesetyo** and **Senior Vice President of Payment of Payment Product Traveloka Stefani Herlie** explained about the mechanism of Citi Rewards Points-Traveloka Points conversion to attending media