



Press Release

For Immediate Distribution

***Introducing the Much-awaited Prestigious Credit Card***  
**Citi Indonesia Launches Citi Prestige Card for the Indonesia Affluent Market**

**Jakarta, 20 January 2016** – Citi Indonesia is proud to announce the launch of the **Citi Prestige Card**, Citi's first global card, which offers customers a common set of premium global benefits and delivers a world of unforgettable experiences to cardholders at home, and wherever they travel. Citi Prestige leverages the bank's unique global footprint and relationships to deliver these exceptional privileges and global rewards to clients. The card is currently offered in 14 countries: US, Mexico, Colombia, Australia, Hong Kong, Korea, Taiwan, India, UAE, Singapore, Thailand, Phillipines, Malaysia, and Indonesia.

The launch of the Citi Prestige Card strengthens Citi's positioning to serve the affluent segment by providing customers with a customized proposition as they grow in wealth, sophistication and lifestyle.

**Batara Sianturi, Chief Executive Officer Citi Indonesia** stated, "We are proud and excited to present the much-awaited Citi Prestige Card in Indonesia, which strengthens our leading position in the marketplace. With the world growing increasingly connected, Citi Prestige clients can take advantage of the unparalleled global benefits wherever they travel."

**Vikas Kumar, Cards and Loans Head Citi Indonesia** added, "As a global bank with extensive global networks, the Citi Prestige Card offers remarkable experiences to our affluent customers in four key pillars of global rewards, travel, and lifestyle, as well as access to local privileges. Citi Prestige cardholders are recognized as the most premium customer of Citibank around the world,

Citi Prestige cardholders can enjoy unlimited complimentary access to over 800 VIP airport lounges worldwide through Priority Pass™, unlimited complimentary 4<sup>th</sup> night stay at any hotel around the world, complimentary green fees at participating golf clubs around the world, and complimentary airport privileges around Asia Pacific. Prestige Cardmembers also have access to a dedicated Citi Prestige Concierge which is available 24/7 for all lifestyle needs and to access exclusive exquisite dining and shopping offers

The Card also uniquely rewards customers based on their banking and credit card relationship with Citi. Citigold customers can earn points at an even faster rate through the offering of Relationship Bonus Points calculated based on their yearly retail spend, which customers can earn on top of their normal rewards points. Understanding the need for flexibility for affluent consumers, the card also enables customers to convert reward points to air miles with preferential conversion rates or other perquisites depending on their preferences, For the Indonesia market, selective Citibank cardholders will be invited to upgrade their card to Citi Prestige Card.



“At Visa, we understand that affluent Indonesians require exclusive services to support their busy schedule and discerning lifestyle. We are delighted to partner with Citibank Indonesia to launch the Citi Prestige credit card which offers added value and benefits to accommodate the needs and demands of the affluent Indonesians,” said **Ellyana Fuad, President Director PT Visa Worldwide Indonesia**.

“By launching the Citi Prestige Card, we hope that the affluent customers will not only enjoy the exciting benefits and services that we deliver, but most importantly they will also experience remarkable memories that this card has to offer.” closed **Batara**.

## **Citi Prestige Card - Key Benefits & Services**

### **Pillar 1: Rewards – Never expiring points**

- For every Rp.1,500,-, earns 1 Citi Reward Point
- Exclusive for Citigold customers, earn annual *Relationship Bonus Points* of 15%, calculated based on total spending in the last 12 months divided by Rp.1.500,-. The number of points earned grows as you use Citi Prestige Card.
- Get 1 air miles from preferred airlines by converting 5 reward points.
- Redeem reward points at participating merchants and get special treats e.g. free hotel stay, free flight, free upgrade – all with competitive points conversion rate

### **Pillar 2: Travel – Remarkable privilege for frequent world-class travelers**

- Complimentary Priority Pass™ Membership with unlimited number of lounge access around the world (up to 800 VIP lounges).
- Complimentary Airport Immigration Fast Track and Luxury Airport Transfer Service around Asia Pacific, twice every year.
- Complimentary 4<sup>th</sup> night stay at any hotel around the world.
- Complimentary travel Insurance every time you travel (up to IDR13billion)
- GarudaMiles Platinum Membership

### **Pillar 3: Lifestyle – Your access to the finest dining and shopping experiences**

- Complimentary green fees at participating golf clubs around the world, 3x every year.
- Shop & Get shopping privileges at Sogo, Galleries Lafayette, and participating brands from Club 21
- Exclusive dining privileges at five-star hotels in Jakarta: Grand Hyatt Jakarta, JW Marriott Hotel Jakarta, The Ritz-Carlton Jakarta, Mega Kuningan, and Shangri-La Hotel Jakarta
- 50% movie card balance top-up every Sunday at Cineplex 21

### **Pillar 4: Global Access and Service – Enjoy a global recognition with Citi Prestige.**

- 24/7 access to Citi Prestige Concierge where you can get easy access to the world's best, may it be dining reservation, arranging trip, finding VIP tickets for show, or even getting a birthday presents.
- 24/7 access to our Citi Prestige Executive for inquiries of card activation, change of PIN, card & banking services.



## **About Citi Indonesia**

Citi Indonesia is a branch of and is fully owned (100%) by Citigroup, Inc – New York, USA. In Indonesia, Citi has been established since 1968 and is one of the largest foreign banks in the country. Citi operates 18 branches in six major cities – Jakarta, Bandung, Surabaya, Semarang, Medan, and Denpasar. Citi has one of the largest customer payment networks in the nation with more than 33,000 payment points and one of the largest corporate distribution networks in the country with 4,800 locations across 34 provinces.

Citi also plays an important role in citizenship and community outreach initiatives under the umbrella name of Citi Peka (**P**eduli dan **B**erkarya, meaning care and create something meaningful). In 2015, Citi Peka disbursed a total of USD 900,000 from Citi Foundation to run various programs that focus on: financial education for children, mature women and farmers group; youth entrepreneurship and micro entrepreneurship. Over 1,500 employees volunteer each year in Citi Peka programs.

In 2014-2015 Citi has received various awards and recognitions including “Best Foreign Bank in Indonesia” from Global Banking & Finance Review, “Best Tax Payment Bank in Indonesia” from KPPN VII Kantor Pajak Indonesia, “Best Service Provider - Transaction Bank” from The Asset Magazine, “Best Foreign Bank in Indonesia” from Alpha Southeast Asia, “Best Wealth Management in Indonesia” from The Asian Banker, “Best Consumer Digital Bank (Indonesia)” from Global Finance Magazine and “Best Bank in Digital Services” from Tempo Media.

For digital banking experience, please visit: [www.citibank.co.id](http://www.citibank.co.id)

### ***For media inquiry, please contact:***

**Elvera N. Makki**

SVP, Head of Country Corporate Affairs

Citi Indonesia

+62 21 529 08327

[elvera.makki@citi.com](mailto:elvera.makki@citi.com)

**PHOTO GALLERY:**



*Citi Country Officer Indonesia Batara Sianturi delivered his welcoming remarks in the launching of Citi Prestige. Citi Prestige card offers a remarkable benefits for its premium customers consist of 4 main pillars, rewards, travel, lifestyle as well as local and global access services. Citi Prestige cardholders also acknowledged as Citibank's premium customer in all around the world.*



*(From left to right ) Rajiv Ramanathan, Chairman PT. Visa Worldwide Indonesia, Elyana Fuad, President Director PT Visa Worldwide Indonesia, Batara Sianturi, Citi Country Office Indonesia, and Vikas Kumar, Cards and Loans Head Citi Indonesia launched the latest credit card from Citi Indonesia; Citi Prestige. Citi Prestige Card is the most recent strategy from Citi to provide the affluent customers with remarkable experiences as well as strengthening Citi's position in the premium segment.*



*The launching of Citi Prestige Card today was opened by a magnificent performance from famous Indonesian violinist, Mayla Faiza*