



PRESS RELEASE

For Immediate Release

Citi Cards Deliver Remarkable Experience during Ramadan and Summer Holiday with #FestiFitri

- *More than 30 dining partners are participating in cost-saving offers. Other special offers are also available for shopping, travel, e-commerce, and groceries.*
- *A fast, convenient way to redeem Citi Rewards Points through a two-way SMS. For every dining purchase of minimum Rp1.000.000,- customers can immediately enjoy cashback Rp100.000,- by redeeming Citi Rewards Points thru SMS.*
- *Global Mobile is an innovation which enables customers to convert transaction into easy installment for up to 12 months through Citibank Online under EazyPay Transaction Conversion.*

Jakarta, 3 June 2016 – In welcoming the month of Ramadan and summer holiday, Citi Cards deliver remarkable experience to its customers in many convenient ways. Attractive deals and benefits are ready when customers perform transactions in various leading merchants throughout the country.

This year's Ramadhan and Idul Fitri coincide with end of school year holiday, both are believed to be the most festive seasons for Indonesians. Based on trends, spendings during these periods are high in comparison to other holiday seasons. **Head of Cards and Loans Citi Indonesia Vikas Kumar** stated, "In welcoming Ramadan and summer holiday, Citi is pleased to partner with more than 30 dining outlets and also ready to provide various cost saving offers for shopping, travel, e-commerce, and groceries. The #FestiFitri program demonstrates our commitment in delivering remarkable customer experience in the most innovative, safe and convenient ways."

Public Figure Alya Rohali shared her experience, "I am very much looking forward to Ramadan this year, as it gives us a chance to get together and spend quality time with our loved ones. I also consider these moments as the best time to network with my friends as well as strengthen my relations with working partners. Since it will also coincide with school holiday, I also plan to travel together with my family. With all of these upcoming activities, I'm so happy to have Citi credit card and highly appreciate the rewards and special deals that they have lined up. Through the safe transactions and convenient services that Citi has, I can better manage my spending during this festive season."

"By offering these great deals, we help our customers in planning and managing their expenses better, without losing the joyful and memorable experience that they will share with their family and friends. We will continue to bring added values to our customers by understanding our consumers' lifestyle." **Vikas Kumar** concluded.

Highlights of the program:

- A fast, convenient way to redeem Citi Rewards Points through two-way SMS. For every dining purchase of a minimum Rp1000.000,- customers can immediately enjoy cashback Rp100.000,- by redeeming Citi Rewards Points thru SMS to 69999.
- Through Global Mobile customers can convert transactions into easy installments for up to 12 months. This can be done through Citibank Online under EazyPay Transaction Conversion
- Dining* - customers can save up to Rp200.000,- and can enjoy additional treats such as free menu or free dining voucher at more than 30 dining outlets across Indonesia, including Penang Bistro, Sushi Tei, Boga Group, Outback, Pancious, Ta Wan, McDonald's, Bakmi GM, and KFC.
- Shopping* - shop and get cash bonus of Rp50.000,- in Matahari Department Store and other special privileges at other shopping partners i.e. SEIBU, SOGO, Galeries Lafayette, MAP, CLUB 21, Charles & Keith, Clarks, ACE, and Informa.
- Groceries* – shop and get cash bonus of Rp50.000,- at Ranch Market or Food Hall. This is also valid for debit card holders.
- Travel*:
 - Fly and Save Rp100.000,- when booking a flight through Traveloka, every Monday to Wednesday.
 - Customers can receive various deals ranging from cash back up to Rp300.000,- , EazyPay installments at 0% to a save up to 15% with Citi Rewards Points when performing transactions at Golden Rama, Dwidaya and Bayu Buana.
- E-commerce* - Citi MasterCard Festive Season Offer, where customers can save up to Rp100.000,- for each purchase at 10 leading online stores i.e. Lazada.co.id, Blibli.com, Elevenia, Blanja.com, Tokopedia, JD.ID, and Bhinneka.com. Also, other special deals at MatahariMall.com, Sociolla, Zalora and REEBONZ.
- Garuda Indonesia promo*, customers are eligible to get 3x miles for overseas shopping transactions, as well as discounts of up to 10% on online Garuda Indonesia flight ticket purchases. This is valid for Garuda Indonesia Citi Card MasterCard cardholders.
- The #FestiFitri Photo Competition is a social media competition in which customers can participate by discovering #FestiFitri promos on posters or wobblers in participating restaurants and do the following:
 - Take a cool group photo using Citi props available in the restaurant.
 - Upload the group photo to Facebook or Instagram with the hashtag #FestiFitri along with a designated caption, and tag friends in the photo.
 - 10 winners of the best photo and the most likes will get vouchers worth Rp1.000.000,-.
 - Winners will be announced at www.citibank.co.id/FestiFitri. Deadline for sending photos is 26 June 2016 and Winners will be announced on 15 July 2016.

**terms and condition apply*



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About Citi Indonesia

Citi Indonesia is a fully-owned subsidiary of Citigroup, Inc – New York, USA. Citi has been in Indonesia since 1968 and is one of the country's largest foreign banks. Citi operates 11 branches in six major cities in Indonesia - Jakarta, Bandung, Surabaya, Semarang, Medan and Denpasar. Citi also has one of the largest consumer transaction networks with 33,000 payment points and one of the largest corporate distribution networks with 4,800 locations in 34 provinces.

Established in 1998, *Citi Peka* (Citi Cares and Creates) acts as an umbrella for all Citi Indonesia community activities funded by the Citi Foundation. *Citi Peka* focuses on empowerment programs and the presentation of awards to entrepreneurs and microfinance institutions. It also seeks to enhance the abilities of young entrepreneurs, as well as to develop the financial capacities of school-age children, farmers and mature aged women in the operational areas of Citi Indonesia. For more than 17 years, *Citi Peka* has partnered with over 31 organizations to implement 23 programs with funding of more than US\$ 8 million which has reached more than 800,000 individuals. Guided by the principle of "More than Philanthropy", *Citi Peka* involves more than 90% of Citi employees as volunteers in various community activities.

Throughout 2015, Citi received various awards including Best Foreign Bank in the Triple A Asset Awards, Best Tax Payment Bank in Indonesia from Treasury Office VII of the Indonesian Tax Office, Best Service Provider - Transaction Bank of The Asset Magazine, 2015 Service Quality Award for Service Excellence Magazine in collaboration with Carre – the Centre for Customer Satisfaction & Loyalty (Carre CCSL), Best Foreign Bank in Indonesia by Global Banking & Finance Review, Best Consumer Digital Bank in 2015 (Indonesia) from Global Finance Magazine. Further information can be obtained at: Website: www.citigroup.com | Twitter: [Youtubeciti: www.youtube.com/citi](https://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

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