



## PRESS RELEASE

# Citi Indonesia Further Indulges Its Customers through Exclusive Partnership with Sushi Tei and Sushi Kiosk

*Customers will receive attractive benefits while dining at Sushi Tei and Sushi Kiosk throughout Indonesia.*

**Jakarta, February 23, 2015** –Citi Indonesia today announced its exclusive partnership with Sushi Tei and Sushi Kiosk, a renowned Japanese restaurant chain in Indonesia. This partnership is part of Citi's innovations in providing benefits that are specifically designed for its customers. Through the one year partnership which will last from February 22, 2016 until February 21, 2017, Citi will have many attractive offers for customers when dining at all Sushi Tei and Sushi Kiosk's outlets throughout Indonesia.

"Dining is an important category in credit card usage. Therefore, privileges in this category are key drivers for customers in determining their dining preferences," said **Vikas Kumar, Head of Cards and Loans Citi Indonesia**. "In line with current trends where credit card is increasingly used for dining transactions, we are proud to announce our exclusive partnership with Sushi Tei and Sushi Kiosk, a reputable Japanese restaurant chain in Indonesia. We hope that this collaboration meet the needs, demands, and provide added value to our customers in making daily transactions."

Citi continues to follow the developments and strive to meet the needs of affluent and emerging affluent market in Indonesia. Based on a survey conducted by Euromonitor, Indonesian consumers spend more than USD30billion in various food outlets and restaurants per year. Shopping and dining is very much engrained in urban lifestyle, especially among young professionals. Despite their preference in dining out, consumers in Asia Pacific are still very much price and cost conscious. A survey recently released by Master Card indicates that 64% of consumers still regularly seek for discount opportunities or offerings from coupon sites, mobile apps or credit card promotions.

Based on these observations, Citi in collaborations with Sushi Tei and Sushi Kiosk are ready to provide customers with various interesting offers which are valid for both Citi debit and credit cardholders. To kick start the partnership, Citi customers can enjoy a 20% discount with minimum purchase of IDR 350.000 at Sushi Tei outlets and IDR 200.000 at Sushi Kiosk outlets throughout Indonesia. The offer will last for two months, starting on February 22 until April 22, 2016.

"Through this strategic partnership with Citi Indonesia, we are ready to indulge Sushi Tei and Sushi Kiosk's customers with variety of food choices along with direct attractive deals. In accordance with Sushi Tei's tagline, *A Good Deal of Sushi* and incorporating the concept of *Grab and Go* from Sushi Kiosk, customers can experience exceptional dining experience which combinereal taste of Japan with a local touch," said **Kusnadi Rahardja, President Director of PT Sushi Tei Indonesia**.

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### **About Citi Indonesia**

Citi, a global leading financial services company, has approximately 200 million customers with business transactions in more than 140 countries. Citi offers a range of products and financial services to individuals, corporations, government, and institutions. Those products include retail banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management. Citi has been in Indonesia since 1968. Citi operates 14 branches in six major cities – Jakarta, Bandung, Surabaya, Semarang, Medan, and Denpasar. Citi also has consumer transaction networks with more than 33,000 payment points and corporate distribution networks at 4,800 locations across 34 provinces.

Throughout 2015, Citi has received various awards including “Best Foreign Bank” from Triple A Asset Awards, “Best Tax Payment Bank in Indonesia” from KPPN VII Kantor Pajak Indonesia, “Best Service Provider - Transaction Bank” from The Asset Magazine, “Service Quality Awards 2015” from Service Excellence Magazine together with Carre – Center for Customer Satisfaction & Loyalty (Carre CCSL), “Best Foreign Bank in Indonesia” from Global Banking & Finance Review, “Best Consumer Digital Bank 2015” (Indonesia) from Global Finance Magazine. For further information go to website: [www.citigroup.com](http://www.citigroup.com) | Twitter: @citi Youtube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi).

### **About Sushi Tei**

Sushi Tei opened its first outlet in Plaza Indonesia Jakarta in 2003. In the development, Sushi Tei now has 34 outlets located in ten major cities in Indonesia, namely 18 outlets in Jabodetabek, 3 outlets in Bandung, 3 outlets in Surabaya, 3 outlets in Medan, 2 outlets in Bali, 1 outlet each in Makassar, Yogyakarta, Pekanbaru, Batam, and Palembang.

Sushi Tei always try to provide the best product and service for its customers, namely by keep on implementing *continuous improvement* based on company’s score that always uphold integrity. With tagline “A Good Deal of Sushi”, Sushi Tei always provides the best service for its loyal customers. Aside of maintaining its taste, Sushi Tei also pays attention to its food as well as service quality. All of Sushi Tei outlets in Jakarta have implemented the HACCP (Hazard Analysis and Critical Control Point) standard, the food safety management system recognized worldwide. The HACCP implementation means all food presented in Sushi Tei has passed the quality standard selection and guaranteed for safety, especially for Sashimi menus that are served raw. Sushi Tei consumers can feel safe while eating all of its menus, both cooked and raw due to the guaranteed quality standard.

### **About Sushi Kiosk**

Sushi Kiosk opened its first outlet in 2010. Until today, Sushi Kiosk has grown to eight outlets located in Jakarta, Bogor, and Surabaya.

Sushi Kiosk is a Japanese restaurant with “grab and go” concept where customers can enjoy fresh Japanese food. Sushi Kiosk indulges the customers by offering a range of traditional to modern Japanese menu, served quickly and practical, namely by providing fresh sushi and sashimi menu on the display rack with affordable price.

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## PHOTO GALLERY



*Citi Indonesia today announced its exclusive partnership with Sushi Tei and Sushi Kiosk which will last one year from February 2016 until April 2017. This partnership is aligned with developments and strives to meet the needs of affluent and emerging affluent market in Indonesia the recent, whereas Credit Card is very much engrained for dining transaction. To kick start the partnership, Citi customers can enjoy a 20% discount for two months starting from February 22<sup>nd</sup> until April 22<sup>nd</sup> 2016 throughout Sushi Tei and Sushi Kiosk outlet in Indonesia. This collaboration aims to provide convenience to meet the needs, demands and provide added value for Citi's customer in conducting everyday transactions. On the picture (left to right) Director PT. Sushi Tei Indonesia, **Sonny Kurniawan**, together with Head of Cards and Loans Citi Indonesia, **Vikas Kumar** on today's partnership announcement between Citi – Sushi Tei and Sushi Kiosk in Jakarta.*