



PRESS RELEASE

For Immediate Distributions

Citi Indonesia Wins Best Digital Bank by the Asset Magazine

- *Citi wins Triple-A Digital Enterprise Award by The Asset Magazine for **Best Digital Bank in Asia***
- *On top of that, the inaugural award by The Asset is particularly given to Citi Indonesia as **The Best E-Bank***
- *Citi Indonesia focuses on the power of mobile banking, this year it presents **Global Mobile** with new interface and excellent services that are safe and convenient for the customers*

Jakarta, 12th May 2016 – Citi Indonesia was recently awarded as **Best Digital Bank** by The Asset Magazine. The Asset Triple-A awards are Asia's preeminent recognitions for those that have excelled in their respective industry. Triple-A Digital Enterprise is a premiere award category and were awarded to Citi in Asia and Citi Indonesia.

Chief Executive Officer Citi Indonesia, Batara Sianturi stated, "The award demonstrates Citi's commitment as a global bank that puts forth innovation. Technology and digitization are transforming the way in which we serve our clients. By using the highest standard of safety, we provide remarkable customer experience, whenever and wherever they are."

In Citi Indonesia, customers using online service and mobile banking are growing rapidly, in which almost 60% of the total non-cash transactions are made through these facilities. Focusing on the power of mobile banking, Citi presents **Global Mobile** with a well-designed interface which provides enhanced customer interface and experience. Through Global Mobile, customers can now enjoy many competitive advantages and ease in banking transactions, which previously can only be done through branches, phone banking or online banking. Global Mobile has various competitive services such as activation and changing of PIN numbers for debit and credit cards, Snapshot View which provides latest financial position safely and comfortably without logging in, also in providing details of transactions for savings, deposits, and credit cards within the past 90 days.

In Asia last year, one in five new credit card accounts were acquired online and over 95% of the bank's consumer banking financial transactions services were performed online through Citi's comprehensive range of digital functionalities which can cater to their individual needs.

"Speed, simplicity, and ubiquity are guiding us in innovation and technology. Our priority is to provide services that are relevant to our customers' needs. We believe that technology and

digitalization are defining global trends of our lifetimes,” said **Head of Consumer Banking Citi Asia Pacific, Anand Selva**.

Citi Indonesia also have received similar awards last year, namely as **Best Consumer Digital Bank** from Global Finance Magazine and also **Best Bank in Digital Services** from the Indonesia Banking Award organized by Tempo Media Group. Both of these recognitions were given for Citi’s effort in developing and maximizing digital financial services to its customers.

“We have a strong commitment in developing digital based services, especially with mobile-first capabilities. Through the numerous functions and conveniences that are being offered, Citi’s customers can conduct their financial transactions according to their needs and preferences,” closed Batara.

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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 U\$ 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://twitter.com/youtubeciti) | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

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PHOTO GALLERY



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