



PRESS RELEASE

Citi Indonesia Indulges Its Customers through Partnership with Outback Steakhouse

*Customers Can Enjoy Amazing Deals When Eating at All Outback Steakhouse Restaurants in
Indonesia*

Jakarta, 16 March 2016 – In an effort to meet the lifestyle needs of its customers, Citi Indonesia is working together with Outback Steakhouse to launch an attractive deal that is valid into the next year, until February 10, 2017. Credit card holders can enjoy special offers at any Outback Steakhouse restaurant - the biggest chain of steakhouses in the world - such as Buy 1 Get 1 Free every Wednesday, and a 20% discount on other days. This offer is valid for all Citi Indonesia customers, both credit card holders and retail banking customers.

"Dining is an important category when it comes to credit card use and credit cards can influence people in their dining choices," said **Vikas Kumar, Head of Cards and Loans, Citi Indonesia**. "In line with current trends, whereby credit cards are being increasingly used for food and beverage transactions, we are proud to announce our partnership with Outback Steakhouse, a renowned chain of restaurants with its own distinctive taste. Citi credit card holders can also invite their friends, colleagues or business partners to enjoy premium quality food and beverages through this great deal. We hope that this collaboration with Outback Steakhouse will make it easier and more convenient for our customers to lead a premium lifestyle in an unforgettable manner."

As a global bank in Indonesia, Citi very much understands the needs of the affluent and emerging affluent class in Indonesia, both of which are more assertively seeking out comfort in dining. Based on the results of a survey conducted by Euromonitor, Indonesian consumers spend more than US \$ 30 billion per year at various food outlets and restaurants. This special offer at Outback Steakhouse outlets epitomizes Citi's commitment to continue delivering memorable banking experiences to its customers.

"We are particularly proud to be working with one of the leading international-scale banks in the world. Through this collaboration with Citibank, our customers have an even better reason to enjoy the *Big Bold Flavors* which are the hallmark of Outback in a genuine Australian atmosphere with *No Rules Just Right*," said **Prasoon Mukherjee, Chairman of Outback South East Asia**.

Outback Steakhouse restaurants are widely known for serving up some of the most flavorful dishes around. Outback can boast more than 1,000 outlets in 23 countries across the world, including Indonesia. After opening its first outlet in Tampa, USA, Outback Steakhouse soon established itself as a premium chain of specialty steakhouses with its own unique and special



flavor. Over a 20 year period since then, Outback Steakhouse has successfully spread its wings across the entire globe. In Indonesia alone, Outback has 4 outlets located in various well-known shopping centers in Jakarta, namely Ratu Plaza, Pondok Indah Mall, Kuningan City and Lippo Mall Puri @St. Moritz.

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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.

Citi also plays an important role in a community and public outreach initiative under the umbrella of Citi Peka (Citi Cares and Creates). In 2015, Citi Peka distributed grants amounting to USD 900,000 from the Citi Foundation to run a variety of programs that focused on: financial education for children, women of childbearing age and groups of farmers; youth entrepreneurship and micro entrepreneurship. More than 90% of Citi employees volunteer annually in various Citi Peka programs.

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/citibankid) | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

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For media information, please contact:

Elvera N. Makki
Country Head Corporate Affairs
Citi Indonesia
corporateaffairs.indonesia@citi.com

Ditha Fitriana
Corporate Marketing Manager
Outback Steakhouse Indonesia
+6281319774463

PHOTO GALLERY



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