



**For Immediate Release  
Citigroup Inc. (NYSE: C)  
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## **New *Citi Priority* Segment Launched To Service Retail Customers In Singapore**

*Citi Priority* is a priority banking service that recognises and rewards emerging affluent customers' potential today and tomorrow

**Singapore** – Citibank Singapore today announced that it is launching *Citi Priority*, a new customer servicing model that is specially designed to cater to the needs of the emerging affluent customers with investible assets of between S\$50,000 and S\$200,000.

*Citi Priority* will offer this group of customers personalised and exclusive banking services ranging from tailored financial advisory to exclusive products and privileges, leveraging on Citi's digital platform. These individuals will also get to enjoy attractive interest rates on deposits, loans, investments and insurance products as well as a huge range of other benefits that are associated with being a *Citi Priority* customer.

Based on customer feedback, it has become evident that this segment's needs have evolved particularly with greater wealth creation. Citibank recognises that these customers aspire for empowerment in achieving financial success, are becoming increasingly global and seek priority services. Through *Citi Priority*, Citibank aims to meet the every needs of this select group of individuals.

Mr Charles Wong, Retail Bank Head, Citibank Singapore, said: "Being a Citibank customer comes with the assurance that the bank will go the extra mile to protect their financial future. This is why I am extremely pleased to be introducing *Citi Priority* to our emerging affluent group of customers here in Singapore, which allows us to be more focused in the creation and delivery of wealth management solutions that are better aligned to their changing investment and lifestyle preferences.

"At Citibank, everything that we do must serve our customers' interest first. This new servicing model affirms Citibank's strategic commitment to this important and fast-growing customer segment, and is testament to our continuous efforts to innovate and remain as our customers' bank of choice."

A huge range of benefits and privileges come with being a *Citi Priority* customer. These include:

- **Save:** Higher interest rates with Citibank InterestPlus Savings Account.
- **Borrow:** Preferential borrowing interest rates with close to 30% discount off the normal borrowing rates.
- **Invest:** Rewards on Unit Trusts purchase via Citibank Online within the first 3 months.

- **Protect:** Rewards on premiums paid for Insurance policies within the first 3 months.
- **Spend:** Fee waiver on selected Citibank Credit Cards with a minimum annual spend with free travel insurance.
- **Transact:** Global banking services and round-the-clock support offering emergency cash, free and instant global transfers to any Citibank account worldwide, handling fee waiver for overseas ATM withdrawal, cross-border account opening, global view of accounts and Citi World Privileges.

*Citi Priority* customers will also be served by a group of dedicated Personal Bankers who will offer comprehensive support and financial advice to them for all their financial aspirations. They can also look forward to exclusive invitations to both finance-related and lifestyle events that are specially organised to help them attain their goals faster in these areas.

Based on Citibank's internal proprietary research on the demographic profile of *Citi Priority* customers, this group of emerging affluent individuals typically falls between the age group of 25 and 40, is well-educated with a rising income and is investment savvy. These individuals have an urban-centric contemporary lifestyle and are digitally inclined, making use of technology at every opportunity to achieve simplicity and convenience in every aspect of their life.

Since 2014, *Citi Priority* has been launched across the world including Australia, Argentina, Brazil, Columbia, Hong Kong, India, Poland, Russia and Taiwan. This new service will be introduced to the other countries progressively.

As the leading wealth management bank for the emerging affluent, affluent and global customers, Citibank is the preferred and trusted wealth management advisor to its customers. With *Citi Priority*, it is the start of a lifelong and rewarding journey towards wealth creation.

For more information on the benefits of *Citi Priority*, please refer to the attached *Citi Priority* Product Factsheet or call Citibank's 24-Hour CitiPhone Banking at +65 6225 5225 or visit [www.citibank.com.sg/citipriority](http://www.citibank.com.sg/citipriority).

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### About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

Additional information may be found at [www.citigroup.com](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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