



For Immediate Release
Citigroup Inc. (NYSE: C)
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Citibank Unveils its Eleventh Smart Banking Branch in Singapore
The bank's latest branch is dedicated to serving the emerging affluent in the up-and-coming waterfront town in Punggol

Singapore – Citibank today opened the doors to its latest Smart Banking branch, conveniently located at the Waterway Point shopping mall in Punggol in northeastern Singapore. Officiating the opening was Han Kwee Juan, Chief Executive Officer of Citibank Singapore Limited.

Extending Citibank's commitment to serving emerging affluent consumers in Singapore, the latest branch comprises 1,800 square feet and leverages technology to offer urbanites, millennials and young couples a differentiated and enhanced banking experience to complement their lifestyle preferences.

"Citibank's newest branch in Punggol – our eleventh Smart Banking branch in the country – underscores our efforts on digitization to better reach and engage our younger group of customers in this up-and-coming waterfront town," said Charles Wong, Singapore Retail Banking Head.

According to the Singapore Department of Statistics' 2015 Population Trends report, the majority of the over 109,000 residents in Punggol fall under the age range of 30-34 and 35-39 years. At over 10%, the area also has the largest proportion of children aged five years and below in Singapore.

"Citibank has been strategically recalibrating its physical network to better align with its target customer segments and evolving customer preferences. By being closely located to where our customers are and offering them a banking experience that is convenient and intuitive, we are able to better engage them, understand their needs and partner them on their wealth journeys to achieve their financial goals," said Charles.

Introduced in Asia and in Singapore in 2008, Citi's Smart Banking branches are designed to showcase technology that customers are familiar with such as Media Walls that deliver a stream of information on Citi's products, and Smart Teller Assist Terminals that enable customers to conduct banking transactions including deposits, withdrawals, transfers and payments with ease.

The branch is also equipped with Integrated Workbenches allowing personal bankers and service bankers to offer customers dedicated service in a more informal and relaxed setting.

"By bringing Smart Banking to Punggol, we are also contributing to the Singapore Government's 'Smart Nation' initiative and efforts to propel the use of technology within the community here," added Charles.

The Smart Nation initiative seeks to support better living and stronger communities, and create more opportunities by harnessing info-comm technology (ICT), networks, and data. The wider initiative involves introducing smart technologies to housing estates in Singapore, one of which is Punggol.

Citibank's Punggol branch is operational from 10.30am to 7.30pm every day including public holidays. A comprehensive range of branch and instant services are offered to customers including deposits, cards, investments, mortgages and insurance advisory, account opening services, 24-Hour ATMs and cash and cheque deposit machines and instant banking and card account opening.

To date, Citibank is accessible to customers at more than 1,500 touch-points in Singapore covering branches, Citibank ATMs and ATM locations under the ATM5 shared network.

Photo

Caption: Han Kwee Juan, Chief Executive Officer, Citibank Singapore Limited (2nd left) and Charles Wong, Singapore Retail Banking Head (2nd right) at the opening ceremony of Citibank Singapore's latest branch in Punggol.



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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.

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