



**For Immediate Release
Citigroup Inc. (NYSE: C)
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Mobile the top channel for Citi Consumer Banking clients in Asia Pacific

During 2017 Mobile Banking overtook other digital channels to become the preferred channel used by Citi's Asia Pacific clients. Mobile use at Citi has surged in the last 12 months by 48%, making it the fastest growing digital channel at Citi.

Digital is also growing rapidly as a source of new business at Citi. Digital acquisition in Citi's Credit Cards and Loans business grew 57% year-on-year, and digital lending now accounts for 40% of total consumer loans fulfilled by Citi in the region.

This growth has been underpinned by Citi's digital investments and growth in partnerships on leading digital ecosystems.

"At Citi our goal is to deliver remarkable banking experiences to our clients wherever they are. We have been transforming our business to be simpler, faster, scalable and digital. The growth we are seeing in mobile and digital underlines the progress we are making in being increasingly relevant where are clients need us to be," said Anand Selva, Head of Global Consumer Banking Asia Pacific and EMEA.

Citi has digital credit card partnerships with leading players in the region including Amazon, Grab, Lazada, Expedia, and Airbnb. Citi also recently partnered with Facebook to launch its first banking chatbot on the Facebook Messenger platform in Singapore. Giving customers real-time information on their accounts, transaction details and rewards points balances, Citi's chatbot will be rolled out across the region over the next few months.

The bank is already active in a number of leading social messaging platforms in Asia Pacific including WeChat in China and LINE in Thailand. Citi also recently reached a major milestone with three million customers having registered to use its voice biometric authentication.

Across the region, Citi's digital banking channels and servicing capabilities continue to see strong growth in customer engagement. In Singapore, we have seen a 48% year-on-year increase in our Citi Mobile app monthly active users and a 44% year-on-year increase in the download of our mobile app.

The Asia Pacific Global Consumer Bank's focus on transforming its business continues to yield positive results. For the third quarter of 2017, the business reported a 5% increase in revenue year-on-year to US\$1.87 billion, representing its fifth consecutive quarter of revenue growth in the region and making it the fastest growing consumer business for Citi globally.

A total of 17 out of Citi's 19 Consumer Banking markets globally are now located in the Asia Pacific and Europe, Middle East and Africa (EMEA) regions.

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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