

For Immediate Release
Citigroup Inc. (NYSE: C)
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**Citi Partners with SingSaver.com.sg to Offer
Instant In-principle Approval for Citi Credit Cards Applications**

Users of SingSaver.com.sg can now apply for Citi Credit Cards on the website in just a few simple steps

Singapore – Citi and SingSaver.com.sg today announced a partnership to offer citizens and residents of Singapore an easy and convenient way to apply for Citi credit cards with instant in-principle approval through the latter’s [website](#)¹.

The collaboration is made possible as a result of Citi’s open architecture approach, which releases Citi’s application programming interfaces (APIs) to financial technology (FinTech) companies and leading consumer brands across the globe, creating a collaborative ecosystem to facilitate the rapid development and reduce the time to market of solutions. The integration of SingSaver.com.sg’s platform with Citi’s API enables real-time assessment of the applicant’s eligibility for the Citi credit card that the individual is applying for, ensuring a seamless user experience in the application process.

Such collaboration marks the first of such API integration between a bank and a personal finance management platform in Singapore, and affirms Citi’s quest to foster partnerships with leading brand names in key digital ecosystems to be relevant where its customers live, work and play. For SingSaver.com.sg, the partnership cemented its market-leading position as the only financial products comparison platform in the country to have the capability to empower its users with the ability to apply for a Citi credit card and receive instant in-principle approval for successful applications. The end-to-end application process is completed entirely on SingSaver.com.sg.

Vikas Kumar, Head of Cards and Personal Loans at Citibank Singapore, said, “As the leading credit card issuer in the country, we are constantly seeking innovative ideas and ways to make it easy for our customers to engage with Citi. We are delighted to work with SingSaver.com.sg to offer its users the convenience of applying for a Citi credit card while browsing the website. With just a few clicks of the button and some basic information, consumers can now complete the application process in a matter of minutes. Our expanding ubiquitous presence demonstrates how Citi is driving the next frontier for digital financial services to deliver greater value to our customers and consumers alike.”

Rohith Murthy, Co-Founder and Managing Director of SingSaver.com.sg, said, “As the leading personal finance management platform in Singapore, we are excited to be at the forefront of FinTech innovation: Empowering citizens and residents of Singapore to make prudent and sound personal finance decisions. In the past,

¹ Appendix 1 – Citi credit card application on SingSaver.com.sg

consumers in Singapore had to go through the hassle of browsing different websites to compare personal financial products, and apply on each individual portal for select credit cards or personal loans. In partnering with Citi, SingSaver.com.sg now offers a seamless one-stop solution for consumers to compare, select, apply and upon qualification, they will receive an instant in principle approval status in real-time, on one single unifying platform. This is made possible by Citi's robust open API infrastructure and best-in-class execution in this integration project. This also demonstrates SingSaver.com.sg's commitment in deploying deep technologies to partner with financial service providers, and ultimately offer the best user experience for consumers."

The process for applying for a Citi credit card on SingSaver.com.sg is straightforward and simple. Users simply need to complete the online application form and will receive an instant in-principle approval almost immediately upon qualification. Users who did not receive an in-principle approval will be requested to furnish additional information to support their application or be contacted by the bank.

Since 2016, Citi has on a fortnightly average announced a new digital innovation or partnership in leading digital ecosystems across the region including Singapore. These include Airbnb, Grab, Uber, Lazada and AirAsia just to name a few. Citi is committed to sourcing for more partnerships and extending its suite of services and products so as to remain relevant to its customers.

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 | Twitter: @Citi | YouTube: www.youtube.com/citi | Blog: <http://blog.citigroup.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi

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About Singsaver.com.sg

SingSaver.com.sg is Singapore's #1 personal finance management platform. Launched in May 2015, SingSaver.com.sg is committed to helping consumers find the right financial product with easy-to-use self-serve comparison tools. SingSaver.com.sg provides free, quick and easily accessible resources to help consumers understand personal finance products in Singapore including credit cards, personal loans and insurance. In a constantly changing financial landscape, SingSaver.com.sg strives to provide consumers with detailed and accurate data and insights so they can make the best choice before applying for the financial products that suit their needs.

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Appendix 1 – Citi Credit Card Application on SingSaver.com.sg

SingSaver
Free comparison, guaranteed

LOGIN 



Start your application

You are almost done
We just need a few details so you can get started with your new credit card and start enjoying the benefits such as cashbacks and airmiles.

Your data is secure

Title

Given Name **Surname**

Mobile Phone Number **Email Address**

I have read and agree to SingSaver and Citibank Privacy Policies [Read More](#)

Your card provided by Citibank



Citi PremierMiles Visa Card - New Customers (Annual Fee Waived Offer)

- Get instant decision on your card pre-approval when you apply on SingSaver
- Earn 2 miles for every S\$1 spent overseas and 1.2 miles for every S\$1 spent locally
- Complimentary access to over hundreds of Priority Pass airport lounges twice a year
- Earn bonus miles of 10,000 miles when you renew your membership

1 You won't find **A BETTER DEAL** anywhere else!