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**Citigroup Inc. (NYSE: C)
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Citi launches Professional Conversion Programme to enhance skills of 400 staff and boost career progression in the digital era

The PCP is one of several training initiatives that will reskill 2000 staff over the next three years to seize opportunities in an evolving financial industry

Singapore – About 400 Citi staff from the Consumer Banking and Operations & Technology divisions will begin training in the next 12 months under the Professional Conversion Programme (PCP), which the bank launched today to promote professional growth in a financial landscape being transformed by technology.

The staff, from front office roles to operations, will undergo training to develop skills in customer journey mapping, design thinking, automation and cybersecurity which are increasingly important in the digital economy.

Such reskilling will be conducted through workshops, classroom learning and on-the-job training. The complete training period is expected to be between three to 12 months. Participating staff will be assessed for aptitude in various skills before they embark on new roles. Upon obtaining the necessary knowledge and competency, staff will be ready to take on new or enhanced roles within Citi. For instance, a Universal Service Banker, who currently carries out banking transactions for customers, will be able to answer customers' queries through virtual channels. An Operations Specialist will take on additional responsibilities such as digital transformation and process automation.

The PCP launch builds upon the bank's ongoing efforts to raise the overall expertise of its staff. It is one of several training initiatives to reskill 2000 staff over the next three years. For example, in March 2018, Citibank Singapore – Citi's consumer banking division – became the first bank in Singapore to launch IBF-accredited training in core consumer banking skills. These staff at Citi have started their training in multifunctional, future compatible skills.

Citi Singapore's PCP was developed together with the Institute of Banking and Finance Singapore (IBF), and Workforce Singapore (WSG). Citibankers who complete the programme will be certified by the IBF. The PCP is a Singapore government-supported programme targeted at Professionals, Managers, Executives and Technicians (PMETs), to undergo skills conversion and move into new occupations or sectors that provide career progression.

Amol Gupte, ASEAN Head and Citi Country Officer (CCO), Singapore, said: "With digital transformation reshaping every aspect of the banking sector, it is imperative that we take steps to prepare our staff to face changes with confidence. At Citi, we have always been focused on grooming our talent to be future-compatible. We see the rollout of PCP as a timely step in the right direction as it can spark our employees' interest in new job areas which could potentially lead them to embark on new, rewarding career pathways."

IBF CEO Ng Nam Sin said: "There is urgency to reskill our professionals to keep pace with industry transformation. Citi has shown clear commitment to develop its people by launching the PCP. The close partnership between the IBF and major financial institutions like Citi is essential for the success of the PCP. More importantly as individuals, we will each need to



take ownership of our lifelong learning journey to ensure that we remain relevant to the industry.”

One Citi staff who is eligible for the PCP is Neo Xue Li, 25, Senior Universal Service Banker, who has been with Citi for six years. When she started out with the bank, she handled only cash transactions for customers. Over the years, she added an enhanced service dimension to her responsibilities. Today, she is advising and guiding customers in using online and mobile banking tools. Based on her interactions with customers, she also provides feedback to Citi’s app design team to improve the customer journey. “My time at Citi has taught me that job functions do change over time and we need to upgrade ourselves so that we can continue performing. I’m excited to find out how the PCP can help me learn more about digital trends in banking” said Ms Neo.

Another Citibanker who will benefit from the PCP is Transaction Service Analyst Daniel Tong, 41, who has been working with Citi for 10 years. He started his career processing transactions like foreign exchange and time deposits, before taking on a new role ensuring sound governance. One key responsibility is overseeing third-party risk management using performance matrices and analytics. In addition to on-the-job training, he attended courses to pick up skills such as project management, which he applied on an initiative to automate the system of a business segment. "I'm very glad to have gained new skills of a higher level after taking on this role. Initially, the change was tough, but I treated every day as a learning opportunity. I'm looking forward to enhancing my knowledge through the PCP and preparing myself for future career options," Mr Tong said.

Mr Tan Choon Shian, Chief Executive of Workforce Singapore said, “As technology and automation transform bank operations, job roles will change and staff have to upskill and reskill to leverage technology to work more efficiently. Workforce Singapore will continue to work with companies and employers to help their employees deepen their skills and capabilities through the Adapt and Grow Professional Conversion Programme (PCP) to help them meet the changing demands of their job roles.”

From July, Citi staff will have access to the Learn@IBF app, which features content on topics and new developments in the financial world. This will enable them to complement their training by learning on the go through content curated by industry specialists.

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

About the Institute of Banking and Finance Singapore

The Institute of Banking and Finance Singapore (IBF) was established in 1974 as a not-for-profit industry association to foster and develop the professional competencies of the financial sector. IBF represents the interests of close to 200 member financial institutions covering banks, insurance companies, securities brokerages and asset management firms.



In partnership with the financial industry and training providers, IBF is dedicated to empowering practitioners with capabilities to support the growth of the financial industry. IBF is currently the national accreditation and certification agency for financial industry competency in Singapore under the IBF Standards.

The IBF Standards represent a set of competency standards developed by the industry, for the industry. It provides a practice-oriented development roadmap for financial sector practitioners to attain the necessary skills to excel in their respective job roles. Covering 12 industry segments and more than 50 specialisations, there is currently a comprehensive suite of accredited training and assessment programmes to guide a financial sector practitioner from the completion of licensing examinations through to professional certification. Working hand-in-hand with the individual practitioner and the industry, IBF aims to elevate individual competency and raise industry standards.

About Workforce Singapore

Workforce Singapore promotes the development, competitiveness, inclusiveness, and employability of all levels of the workforce. Its key mission is to enable Singaporeans to meet their career aspirations, take on quality jobs at different stages of life, and help enterprises be competitive and manpower-lean. Workforce Singapore's focus is on strengthening the Singaporean core and ensuring that Singaporeans are able to have better jobs and careers. Workforce Singapore, in partnership with key stakeholders, also provides support to business owners and companies to enable them to transform and grow, while building a future-ready workforce.

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