



For Immediate Release

**Citigroup Inc. (NYSE: C)
2 March 2018**

**Citibank Singapore first to launch Core Consumer Banking Skills training
accredited by the Institute of Banking and Finance Singapore (IBF)**

*About 1,600 consumer banking employees will undergo training accredited by IBF under the
IBF Standards for Consumer Banking*

Singapore – Citibank Singapore is the first bank in Singapore to launch a series of multifunctional, future compatible skills-based training from 2 March 2018, to provide for the rapidly transforming needs of the financial industry. Some 1,600 consumer banking employees, from frontline to operational and managerial roles, will undergo training accredited by the Institute of Banking and Finance Singapore (IBF), in areas such as Process/UX Design Feedback, Customer Journey Design and Cybersecurity, which have become increasingly important for banking professionals. This skills-based approach prepares staff for the future economy by focusing on the expertise needed to thrive in a changing financial landscape, introducing emerging trends and sparking interests in these areas, thereby facilitating individual development and enabling progression within the bank and the industry.

The training programmes will be delivered in various formats, from instructor-led to web-based with elements of experiential learning. Citibankers who complete the courses will be certified by IBF under Level 1 certifying their competence in these skills. The first phase will introduce Level 1 courses in six capabilities: Process/UX Design Feedback, Customer Journey Design, Product Suitability, Asset Liability Management, Cybersecurity, and Fraud Detection & Prevention. These core consumer banking skills will give employees a foundational knowledge of the consumer banking business and expand on their ability to meet customers' evolving needs. The bank aims to have all staff complete the full suite of courses under the six skills pillars within two years. New employees to Citibank Singapore will also be required to complete the IBF training upon being confirmed in their roles.

Han Kwee Juan, Chief Executive Officer, Citibank Singapore Limited, said, "New technology and accessibility to data are enabling businesses to develop new products and services more efficiently. At Citi, we constantly harness our digital capabilities to make banking relevant, convenient and remarkable. By cultivating a culture of curiosity, boldness and adaptability, and equipping our staff with technical knowledge through training and certification, we are empowering them to curate bespoke experiences for our customers."

IBF CEO Ng Nam Sin said, "I commend Citibank for being the first bank in Singapore to align training for their staff with the IBF Standards for Consumer Banking. The IBF Standards for Consumer Banking were designed to equip practitioners with cross-functional skills and digital capabilities needed to stay relevant as business models and jobs evolve. By aiming to have all its staff complete these programmes and become IBF-certified within 2 years, Citibank Singapore has taken a clear step to demonstrate its commitment to prepare staff to take on the jobs of the future."

Mr Han added, "We are investing in our people so they can grow as professionals and remain relevant as the bank evolves. A culture of learning and adaptability will give our



employees more options and open doors to future career opportunities and adapt to the changing nature of their jobs.”

This launch represents the first step in raising the overall proficiency of Citibank employees. The bank will progressively roll out more training courses that will address 13 other consumer banking skills this year and over the next year. This also builds upon the bank’s efforts last year in boosting training standards by accrediting the new-hire training for Retail Bank sales employees.

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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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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.

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