



**For Immediate Release**  
**Citigroup Inc. (NYSE: C)**  
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### **Global Finance Recognizes Citi's Digital Leadership in Asia Pacific**

*Citi sweeps Best Corporate/Institutional Digital Bank title across all Asia Pacific markets; wins Best Consumer Digital Bank in Australia and Best Mobile Banking for the region*

Citi's digital leadership in Asia Pacific was recently recognized by Global Finance in the publication's annual World's Best Digital Bank Awards.

In the publication's 2019 World's Best Corporate/Institutional Digital Bank Awards in Asia Pacific, Citi swept the winning title across all 17 markets covered by the awards program.

Citi was named Best Corporate/Institutional Digital Bank in Australia, Bangladesh, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam.

The bank also won six regional sub-category awards, including Best Online Cash Management, Best Trade Finance Services, Best Online Treasury Services, Best in Mobile Banking, Best Mobile Banking App, and Best Open Banking APIs.

Citi's Treasury and Trade Solutions launched CitiDirect BE<sup>®</sup> on mobile and table devices in Asia Pacific over the past year. CitiDirect BE<sup>®</sup> is the bank's award-winning institutional online banking platform. The business also introduced biometric authentication for institutional clients, enabling facial recognition and fingerprint authentication for convenient access to CitiDirect BE<sup>®</sup>.

Citi was also the first bank to launch Digital Onboarding across multiple markets in Asia Pacific, enabling clients to open accounts in as quickly as two days using a completely digitized onboarding process. The solution is live in Singapore, Hong Kong, Australia and New Zealand with more markets in the region to follow.

Commenting on the wins, **Rajesh Mehta, Citi's Asia Pacific Head of Treasury and Trade Solutions**, said, "We are delighted that our ongoing efforts to digitize and innovate to serve our clients better have been recognized by Global Finance. We continue to make strategic investments to expand our digital capabilities and fintech partnerships and establish Citi as the financial ecosystem of choice for clients in the digital economy."

On the Consumer Banking front, Citi was named Best Consumer Digital Bank in Australia along with a number of regional sub-category wins. The bank was lauded for Best Information Security and Fraud Management, Best Open Banking APIs as well as Best in Mobile Banking in Asia Pacific.

Citi's Consumer Banking business in Bahrain, which is part of Citi's Asia Pacific Consumer Banking franchise, was recognized for Best Information Security and Fraud Management.

Citi's Asia Pacific Consumer Banking business comprises 12 markets in Asia Pacific and five markets in Europe, Middle East and Africa (EMEA).

**Gonzalo Luchetti, Citi's Head of Consumer Banking for Asia Pacific and EMEA**, said, "Our ongoing digital transformation continues to yield results and generate client-led growth. We continue to build digital relevance and scale by plugging into relevant digital ecosystems where our customers are active to offer increasingly innovative and personalized products and services."

Citi has recently announced a number of partnerships with digital natives in the region. In the second quarter of the year, Citi announced a white-label credit card partnership with Paytm in India. The bank also announced the expansion of its regional partnership with Grab with the launch of a co-branded credit card beginning with the Philippines with additional markets to follow.

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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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