



**FOR IMMEDIATE RELEASE**  
**Citigroup Inc. (NYSE symbol: C)**  
**November 14, 2011**

**CITI LAUNCHES NEW MOBILE SOLUTION: CITIDIRECT® BE MOBILE**  
CitiDirect® Online Banking clients can now receive SMS alerts and authorize payments via their mobile phones.

**HONG KONG** - Citigroup, through its Global Transaction Service unit, today announced the launch of CitiDirect® BE Mobile, a mobile browser-based application allowing clients to receive notifications and authorize payments using their mobile phones. At launch, CitiDirect BE Mobile has been made available to over 50,000 clients and 300,000 users worldwide, including clients across the Asia Pacific region.

Developed by Citi Innovation Lab Dublin, CitiDirect® BE Mobile brings core transaction functionality, available with Citi's online banking platform, CitiDirect® Online Banking, directly to clients' mobile phones. With CitiDirect BE Mobile, clients can receive SMS alerts that complement email and fax notifications; and authorize payments pending approval in every payment type supported by the online banking platform. Leveraging the proven security of CitiDirect, CitiDirect BE Mobile offers an alternative access channel to the traditional PC.

Designed to work with the world's most popular devices, CitiDirect BE Mobile gives clients a flexible, safe and easy to use solution that addresses the changing business landscape and allows them to transact business on the move. With on-the-go access to business and financial data, clients can enjoy the convenience of a mobile channel and the value-add benefit of improved productivity.

CitiDirect® BE Mobile is currently live in 24 countries around the world and will be rolled-out globally throughout the remainder of the year. At completion, CitiDirect BE Mobile will be available in over 100 countries with a global reach difficult to be matched by others in the marketplace. The countries that have launched the solution to date include Argentina, Bangladesh, Brazil, China, Colombia, Czech Republic, Ecuador, France, Hungary, Indonesia, Italy, Kenya, Mexico, Morocco, Nigeria, Pakistan, Peru, Romania, Sri Lanka, South Africa, Tunisia, UAE, United States, and Zambia.

Sridhar Kanthadai, Head of Treasury and Trade solutions at Citi Asia Pacific says, "We are very excited about the launch of CitiDirect BE Mobile. Our global footprint will allow us to penetrate markets both deep and wide, bringing mobile access to our clients across the region."

Tomasz Smilowicz, Global Head of Mobile Solutions, Global Transaction Services at Citi, adds "In today's marketplace, clients increasingly need the ability to connect and access real-time information wherever they are. CitiDirect BE Mobile provides this convenience and further reinforces our commitment to mobile and to delivering innovative solutions that are consistent with new business models."



Global Transaction Services, a division of Citi's Institutional Clients Group, offers integrated cash management, trade, and securities and fund services to multinational corporations, financial institutions and public sector organizations around the world. With a network that spans more than 100 countries, Citigroup's Global Transaction Services supports over 65,000 clients. As of the second quarter of 2011, it held on average \$365 billion in liability balances and \$13.5 trillion in assets under custody.

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**About Citi**

Citi, the leading global financial services company, 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](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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Through its Securities and Fund Services business, Citi's industry-focused experts provide investors worldwide with tailored solutions delivered through proven global platforms that feature modular, open architecture. With \$12.5 trillion of assets under custody and the industry's largest proprietary network, clients can leverage Citi's local market expertise and global reach to extract value across the entire investment value chain.