



**FOR IMMEDIATE RELEASE**  
**Citigroup Inc. (NYSE: C)**  
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**Citi's Smart Banking named Service Channel Innovation by IDC Financial Insights**  
The *Financial Insights Innovation Awards* recognizes successes of banks in displaying innovation in realizing business objectives

Singapore – Citi's *Smart Banking* was recently named *Service Channel Innovation* by IDC Financial Insights at its sixth annual Financial Insights Innovation Award (FIIA) ceremony held in conjunction with the Asian Financial Services (AFS) Congress in Singapore last week.

Citi's *Smart Banking* was among the 158 entries received across Asia Pacific by FIIA which recognizes successes of financial services firms across the region in its implementation of innovative products and services to achieve business goals.

"Citi's regionwide *Smart Banking* initiative clearly places the customer experience as central to the bank's engagement strategy. While customer-centricity has been a recurring industry theme in recent years, the approach Citi has taken in bringing together hi-touch, specialist advisory services and interactive enabling technologies to transform its branch service channels, not only positions the bank as being at the forefront of innovation, but also stands it out as a truly customer-centric organization," said Shawn Yip, Senior Analyst, Asia-Pacific, IDC Financial Insights.

In 2010, Citi changed the course of its retail banking offering in Asia Pacific with the introduction of *Smart Banking* in seven markets in Japan, China, Hong Kong, Taiwan, Thailand, Vietnam and Singapore.

"We are delighted that FIIA has recognized Citi's innovative new concept of banking. The Citi *Smart Banking* branches further underlines our commitment to invest in technology and innovative outlets that cater to the changing needs and lifestyles of our customers," said Jonathan Larsen, Regional Head, Consumer Banking, Citi Asia Pacific.

"The concept reflects Citi's global priority for customer-centric innovation offering fast and convenient services to our growing customer base via banking on-the-go," Larsen added.

Citi *Smart Banking* branches leverages on technology that defines customers' banking experience; and has been designed to give them customized solutions – of products, services and innovation – where, how and when they want them.

A Citi Smart banking branch comes equipped with media walls, interactive kiosks and work benches to enable customers to surf through information, learn about financial products and services and conduct transactions.

Citi has a long history of innovation and pioneer in the retail banking space. Citi was the first to introduce 24-hour ATM, which has since become an essential part of everyday life, to 24-hour phone banking and 24-hour cash cards. In 2010 Citi's consumer business in Asia Pacific was the largest business unit for the bank globally; generating net income of US\$2.1bn, up over 50% from the previous year.

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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. Through Citicorp and Citi Holdings, 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) or [www.citi.com](http://www.citi.com).

**Media Contact:**

Yvonne Chan

T: +852 28687682

[yvonne.chan@citi.com](mailto:yvonne.chan@citi.com)