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**Citigroup Inc. (NYSE: C)**  
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**CITI NAMED BEST BANK IN ASIA BY EUROMONEY MAGAZINE**

**Citi also named Best Bank in Japan, Singapore and Taiwan; Best Equity House in India**

**HONG KONG** - Citi was named Best Bank in Asia for 2011 by Euromoney magazine in its annual Awards for Excellence. At an awards dinner held in Hong Kong Citi also picked up the Best Bank awards for Japan, Singapore and Taiwan, and Best Equity House for India. In accepting the awards at the ceremony on behalf of the bank's 50,000 employees in the region, Citigroup CEO for Asia Pacific Stephen Bird thanked the magazine's Editors for the recognition.

"We are tremendously proud of this recognition from Euromoney. Our primary goal is to help our clients succeed in Asia Pacific and our network and experience on the ground are strategic strengths which we are intensely focused on delivering to clients. It was especially pleasing to be also named best bank in some countries, underlining how local Citi is in the markets in which we operate," said Stephen Bird, CEO Asia Pacific.

"These awards are testament to our focus on serving our clients by providing them with value added services and innovative solutions. We will continue to do this across the region in the coming years. We also want to thank our clients in Asia for working with us and for their trust which is the reason for our continued success," said Shirish Apte, CEO Asia Pacific.

In the editorial write up, the magazine noted "Citi once again leads its global peers in moving from being a competitive foreign bank in the Asian markets to a genuine rival to the locals. This year it reclaims the award for best bank in Asia for the sheer scale of its regional banking platform, the diversified nature of its business compared with rivals that make the bulk of their profits from a few core markets, and the way it has built out its smart-banking concept to win customers through technological innovation."

The editors also attributed the work Citi has done in integrating its businesses and having the most complete banking platform and most innovative consumer bank in the region.

It was first time wins for Citi Japan and Taiwan. Citi stood out in Japan for its innovation in retail banking following the launch of its first smart banking branches in Nihonbashi and Hamamatsucho in April last year; and in Taiwan, Citi's "core banking franchise now competes on a equal footing with the local banks for its corporate and institutional business while out-innovating them in retail business." For Citi Singapore, the recognition was a "reflection of the exceptionally powerful businesses – all of them market leading and fast growing."

At the global awards announced in early July, Citi picked up 16 awards, including Best Emerging Market Bank and Best Global Transaction Banking House.

In the first half of the year, Citi has helped Asian issuers raise more than US\$75 billion from the capital markets according to Dealogic , including leading roles in the growth of the offshore renminbi bond markets for GLP and Melco Crown Entertainment and international listings in Hong Kong, such as the world's largest IPO in 2011 for Glencore. Key debt highlights included leading Asia's largest ever high yield bond for Vedanta and the region's largest Islamic structured Sukuk bond for the Government of Malaysia.

Citi, which has operated in Asia since 1902, has operations in 18 markets across the region serving retail and institutional clients. In the last decade Citi has grown from under 100 branches in 2000 to over 700 at the end of 2010. Citi's retail and institutional deposits are also at all time highs in Asia, in excess of US\$105 billion and US\$120 billion respectively at the end of 2010.

In 2010 Citi in Asia Pacific was the largest contributor to Citigroup's global profit in 2010. Euromoney is one of the world's leading monthly financial magazines. The awards are part of the Euromoney Awards For Excellence 2011.

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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).

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