



FOR IMMEDIATE RELEASE

Citibank changes the face of retail banking in China

Opens high-technology, environmentally friendly sub-branch in Shanghai

Shanghai, November 25, 2009 – Citibank (China) Co. Ltd. (“Citibank China”) opened a new high-technology sub-branch in Xintiandi, Shanghai today designed to provide a unique customer service experience among banks in China. The sub-branch was opened at a ceremony attended by Mr. Jonathan Larsen, Citi’s Head of Consumer Banking & Global Cards, Asia Pacific, Mr. Andrew Au, Chief Executive Officer of Citi China, and Mr. Anand Selva, Country Business Manager of Consumer Group, Citibank China.

Mr. Jonathan Larsen said, “The opening of this high-technology sub-branch in Shanghai marks a new era for retail banking in China. We believe it will provide Citibank customers with a superior banking experience, and its opening reflects our intent to be the most innovative, customer-focused international bank in China.”

Mr. Andrew Au said, “Citi is committed to continued investment in our network around China, and this includes deepening our presence in the cities in which we already operate. We are delighted to be opening this world-class sub-branch which is helping to redefine how banks interact with customers in China.”

The Citibank Xintiandi sub-branch has been designed to cater to the changing needs and lifestyles of Citibank customers. Key attributes of the new sub-branch include:

- **Wi-Fi enabled** – the sub-branch is first Citibank outlet to be fully Wi-Fi enabled, allowing customers to go online while inside the outlet using their mobile devices (laptop, cell phone, PDA, etc).
- **Internet kiosks** – dedicated and state-of-the-art complimentary kiosks are available for customers to browse the Internet.
- **Touch screens** – a number of interactive touch screens are available that enable customers to easily view at their own leisure Citibank’s latest product and service offerings, latest news relating to Citibank, and a range of other information at the touch of a finger.
- **Live interactive video phones** – customers seeking additional expert opinion in relation to a particular financial need have the ability to consult with Citibank China specialists at another location on a real time basis using video phones.
- **Wallboard screens and Tablet PCs** – wall board screens ensure an uncluttered working environment and a more interactive customer service experience allowing customers to see everything their personal banker sees. In addition, wireless tablet computers provide added convenience, mobility and flexibility during customer interactions.



- **Interactive multimedia** – High resolution LCD TV integrated media contents of CBN news, latest Citibank product & service posters and text lively updated via centralized media content management system.
- **Soft phones** – the sub-branch uses wireless phones for all staff while providing complimentary use of mobile phones for its customers.

The new sub-branch will also be Citibank's first retail outlet in China to be submitted for LEED (Leadership in Energy and Environmental Design) certification. LEED is an internationally recognized green building certification system, providing third-party verification that a building was designed and built using strategies aimed at improving performance across all the metrics that matter most: energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

Environmentally-friendly aspects of Citibank's Xintiandi sub-branch include:

- **Materials:** all carpet at the sub-branch is LEED certified and recycled wooden material has been used for interior finish.
- **Water efficiency:** water efficiency equipment has been installed to reduce water consumption at the sub-branch.
- **Fresh Air:** an additional fresh air system has been installed to improve indoor air quality.
- **Lighting efficiency:** through a 15% reduction in lighting power density and using energy efficiency bulbs, power consumption relating to lighting is expected to fall by 40%.
- **Equipment:** more than 80% of the equipment used at the sub-branch meets or exceeds the Energy Star standard.

The new Xintiandi outlet is a full service one, providing foreign currency and RMB products and services. Like all other Citibank retail outlets in China, the new outlet offers both Citibank and Citigold services. Customers using the Citibank service, which requires a minimum balance of RMB80,000, will be provided with a choice of a comprehensive range of services to manage their wealth. Services provided include savings, deposits and investment products (including Premium Accounts, Structured Investment Accounts and QDII products); ATM/debit cards; mortgage loans in multiple currencies; insurance products designed to protect, grow and transfer wealth; unsecured personal loans and remittance services. Customers can also conduct their banking at their convenience through the multiple electronic channels such as online banking, mobile banking, 24x7 phone banking and fax banking.

The outlet also features a Citigold Service Center, designed to provide leading wealth management services. The Citigold offering, which requires a minimum balance of RMB500,000, is distinguished by factors that include:



- Dedicated relationship managers supported by a team of product specialists
- Personalized banking products and services
- Access to award winning global research, market outlook, latest financial developments and dedicated information channels
- Unique proprietary tools such as Citigold Financial Needs Analysis
- Membership rewards and privileges
- Citigold customers also benefit from Citi's global presence with worldwide Citigold VIP recognition, courtesy access to world wide Citigold centers, overseas account opening referral, overseas emergency cash up to USD10,000, overseas Citigold preferential FX rate and fee charge, worldwide toll-free home connection service hotline and Citigold International SOS Healthcare Services, etc.

The Xintiandi outlet houses 12 retail banking professionals including Citigold Relationship Managers and Personal Bankers, trained and certified to provide premium banking services. It is located at Unit F, No. 222, Ma Dang Road, Xintiandi, Shanghai.

Citibank's high technology sub-branch comes shortly after the launch of its new mobile banking capability in China. The new service, known as Citi Mobile, is the first to be offered by an international bank in China, and allows customers to access online banking services using their mobile phone anytime, anywhere.

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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 140 countries. Through its two operating units, 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, and wealth management. Additional information may be found at www.citigroup.com or www.citi.com.

About Citi China

Citi first established an office in China on May 15, 1902, in Shanghai. In April 2007, Citi was among the first international banks to locally incorporate in China. Citi's locally incorporated entity is known as Citibank (China) Co Ltd, which is wholly owned by Citibank N.A. Today Citi is a leading international bank in China, and has eight corporate bank branches - in Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Chengdu, Hangzhou and Dalian - and twenty-seven consumer bank outlets. With operations in more than 140 countries around the world, Citi is the most global of all international banks in China.

Media Contact:

Stephen Thomas
(86 21) 2896 6369;
Stephen.r.thomas@citi.com