



CITIBANK CHINA WINS “BEST BRAND BUILDING” AWARD

Beijing - The Asian Banker has given Citibank its Best Brand Building Award in China for 2011. More than 90 banks and financial institutions across China were evaluated as part of The Asian Banker’s awards program, which is refereed by prominent global bankers, consultants and academics.

Kai Zhang, Head of Consumer Marketing and Business Development, Citibank China, said, “We thank The Asian Banker for its recognition of Citibank’s continuing commitment to building an iconic brand in China. This past year was a dynamic one for Citibank, as we rolled out Smart Banking consumer outlets, enhancing our customer value propositions, and executing a new communication strategy to appeal to mass-affluent and emerging affluent segments.”

In its editorial write-up to announce the award, The Asian Banker noted, "Citibank China stood over and above all its peers in strengthening its brand in China by means of innovative and new marketing approaches. With its impressive branding initiatives including the “Blue Wave” campaign and the “Moving Branch” concept, Citibank has built significant mind share and increased its brand relevance amongst consumers in China”.

The Asian Banker also stated that, “Citibank redefines the parameters of creative branding mediums with excellent return on investment. Citibank’s promotional campaigns have not only re-shaped the parameters in creative branding but have also given a new perspective in customer experience as they deliver tangible benefits to the customer.”

In 2010 and 2011, Citibank China has maintained a focus on strengthening its value propositions across all customer segments and has the market with the introduction of innovative products and services. Of particular note, Citibank is rolling out “Smart Banking” consumer outlets across China. Through the introduction of Smart Banking, Citibank aims to provide a new style of retail banking in the market. Smart Banking gives customers the choice of using the state-of-the-art technology, such as interactive touch panels and videoconferencing, or receiving full service banking services in the private briefing rooms.

In 2010, Citibank was the first bank in China to open a full service consumer outlet in the Shanghai Metro system, which carries over 7million people daily; and in 2011, Citibank was also the first bank to open a full service outlet at an airport, Chongqing International Airport (a top 10 airport in China by passenger volume).



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 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 twelve corporate bank branches - in Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Chengdu, Hangzhou, Dalian, Chongqing, Guiyang, Nanjing and Changsha - and thirty-seven consumer bank outlets. With operations in more than 160 countries around the world, Citi is the most global of all international banks in China.

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