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**FOR IMMEDIATE RELEASE**

**Citibank, N.A.**

**July 13, 2016**

**Citibank Holds “RC 20<sup>th</sup> Anniversary” Event,  
A Grand Celebration to Mark 20<sup>th</sup> Anniversary of Citi Ready Credit**  
*Big campaigns planned throughout the year with prizes worth  
more than BHT 3 millions.*  
*Three viral commercial scoops focusing on 3 different aspects of  
friendship to be launched.*



*(From Left: **Mr. Sandeep Batra**, Director of Cards and Loans Head; **Peeruntorn Vannaprasert**, Head of Acquisition and Product Management and **Mr. Darren Buckley** Country Head and Citi Country Officer for Citibank Thailand)*

To show appreciation to customers for their long term relationships and patronage, **Citibank** recently held a grand celebration event under the concept “**RC 20<sup>th</sup> Anniversary**” to mark the 20<sup>th</sup> anniversary of “**Citi Ready Credit**”, the cash card and revolving credit line, at G Floor of The Mall Bangkapi. The campaign kick-off ceremony was held with **Mr. Sandeep Batra**, Director of Cards and Loans Head for Citibank Thailand, joining to welcome distinguished guests and customers as well as to give details on the celebratory campaign.

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Also attending the event were celebrities and famous super stars including Phupoom “Ken” Pongpanu, Pattarasaya “Peak” Kreusuwansiri and Sarawut "Aon" Martthong who helped add more fun to the event.



During the campaign, 'Hot Items' products including mobile phones, digital cameras, TV sets, electrical products, bicycles and jewelries were offered at special prices with Citi PayLite 0%, up to 24 month installments along with cashback and/or special discounts.

*(From Left: Sarawut, Pattarasaya and Phupoom)*

**Mr. Batra** reveals that Citi Thailand was the first financial institution that launched the cash card and revolving credit facility called 'Ready Credit' in Thailand back in 1996. The product has been gaining popularity and acceptance among Thai consumers. In 2016, Citi Ready Credit turns 20 years old and is venturing into the third decade with great strength.

“To celebrate the leadership status and to reward customers, Citibank Thailand has invested a big budget to launch the year-round marketing campaign under the **"Thank You & Celebration: Citi Ready Credit 20th Anniversary"** concept, reflecting Citi Ready Credit's trustworthiness and long-term commitment to stand by customers in all stages of their lives. Big campaigns are planned with big lucky draw prizes, monthly promotions, along with this extravagant public event. A special Citi PayLite program, 0% interest rate for up to 24-month installments, will highlight the "Hot Items" with special discount and/or cash rebate. Social media will be embraced in the communication strategy to connect with target customers. Three viral commercial ads featuring three different aspects of friendship under different circumstances are planned, enhancing Citi Ready Credit positioning as a true friend in every stage of customers' life,” said Mr. Batra.

The Citi Ready Credit 20th Anniversary campaign has been kicked off with the lucky draw campaigns offering prizes worth over BHT 3 million with two major draws scheduled in August and December 2016. Under the first program, 20 prizes worth over BHT 1.3 million are offered to new and existing customers with one chance for every BHT 2,000 transaction - either cash withdrawal or money transfer via their Citi Ready Credit account. Customers using Call for Cash service or Citi PayLite will be

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entitled to ten chances per transaction, while new customers will be entitled to 10 chances once accounts are approved.

Twenty big prizes are ready: 1st prize - Mazda CX-3 2.0E (white) valued at BHT 835,000; 2nd prize - three 20-inch Rimowa luggages worth BHT 38,000 each; 3rd prize - five Specialized bicycles (Alley model) valued at BHT 25,750 each; 4th prize – five iPadPro 9.7 tablets worth BHT 22,900 each; and 5th prize - six GoPro Hero4Silver cameras worth BHT 14,800 each.

Customers are required to register by typing RCLD and their 12-digit Citi Ready Credit card numbers and sending the SMS to 4712333, from now until 31 July 2016. The first draw will take place on 31 August 2016 and the winners will be announced on Citibank's website within 16 September 2016.

Citi Ready Credit is launching an online campaign through Citi Thailand Facebook, to connect with customers. Customers can post their memorable experiences about their Citi Ready Credit under the "Your 20 Good Stories with Citi Ready Credit" theme. Prizes are available for the best 20 stories. Mr. Batra adds that Citibank also launched 3 viral commercial scoops, focusing on 3 different aspects of friendship, to highlight what Citi Ready Credit has treasured through the 20-year span of service. All 3 video scoops can be viewed at <https://youtu.be/PfB4d7CMf0k>, <https://youtu.be/DnAZD7SMklQ>, [https://youtu.be/RwT\\_EiXALRO](https://youtu.be/RwT_EiXALRO)

Check out for more fun campaigns and exclusive offers for Citi Ready Credit at [www.citibank.co.th](http://www.citibank.co.th) | Facebook: [www.facebook.com/citi\\_thailand](http://www.facebook.com/citi_thailand) | Line : Citi Thailand and Citiphone Banking 1588.

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#### Citi

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