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**Citibank, N.A.**  
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## **Citi Announces Strategic Focus on Digital Platform During Second Half of 2016**

**Emphasis on integrated digital banking experience to respond to  
the changing habits of customers on the go**

**BANGKOK** – Following a successful first half of 2016, during the second half of the year Citi Thailand will continue to focus on the use of integrated digital banking and mobile banking applications that meet the changing habits of customers.

**Vira-anong Chiranakhorn Phutrakul, Consumer Business Manager, Citi Thailand** said, "Citi's digital strategies in the second half of 2016 will focus on how to deliver a remarkable experience to our customers. They have embraced digital technology and rapidly changing the way they make financial transactions from anywhere they go. Citi will continue to innovate and offer digital products and services with high benefits for customers, offerings that match the changing trends and behavior of our customers. In Asia, particularly Thailand, has seen the explosive growth in mobile adoption and high rate of engagement on social media through mobile than in the rest of the world. Statistics show that in this region Citi's online platform draws 20 million visits per month."

Citi Thailand's Consumer Banking operations in the first half of 2016 have been very successful, thanks in part to a significant increase in the number of customer using the bank's digital products and services. This year Citi Thailand also became the first bank in the country to offer Thais investment opportunities in over 20 **offshore mutual funds** operated by 4 leading global fund houses. As a leading cash card provider in Thailand, Citi also celebrated the 20th Anniversary of its **Citi Ready Credit** in 2016. In addition, the bank launched **Citi Thank You Rewards**, giving customers access to rewards and exclusive events around the world and the option of redeeming reward points for air tickets, hotel stays, car rentals, cruises, and other lifestyle activities. The initiative saw a boost in customers using Citi's online platform, with more than 60% of rewards redeemed through online channels.

As well as offering greater convenience in terms of 'wherever-when-ever' customer services, Citi will continue to deliver products and services to customers on the go via the secure Citi mobile application **Account Snapshot**, which enables retail banking customers to view their consolidated deposits and investment summaries without hassle login while credit cardmembers can keep on top of spending and view and credit card transactions in real time. Moreover, customers who need cash are able to visit an online portal to convert credit lines under Citi Credit Card / Citi Ready Credit into cash. The system is ultra-secure and convenient with real-time OTP verification on mobile phone. After the introduction in May, **Online Cash Advance** has increased by 101%.

In terms of enhancing the client experience, Citi leverages its global bank capability to offer Thai customers remarkable overseas travel experiences with worldwide privileges. The bank's Thai customers traveling abroad will receive real-time **Citi World Privileges** alerts so that they can enjoy the same benefits as locals, wherever they are. The alerts are delivered via customized SMS or location-based Facebook communications to individual customers. In addition, Citi has offered to customers exclusive privileges from the global and regional online and mobile lifestyle partnerships. These include global operators such as Grab, Uber, Lazada, and Agoda etc.

Citi's analysis shows that one third of its customers in Thailand use the online transaction service, while half of those customers use the service from merchant web sites overseas. Trends also show that the number of Citi credit card holders who redeemed instant credit card rewards points is expected to surpass 100,000 transactions a month by the end of 2016.

When looking at Customer Engagement and Communications, Citi Thailand's social media channels such as Facebook and Line have more than 6.5 hundred thousand fans and over 5 million followers respectively. The channels offer a great way to communicate with customers and update them on the bank's promotional campaigns. On each channel Citi customizes messages for appropriate target customers categorized by lifestyles and interests.

The achievements in the first half of 2016 are reflected in the increased numbers of new customers for Citi's various products; for example, a 34% increase in new credit card members; a 28% increase in Ready Credit users; a 26% increase in personal loans; and an 81% increase in new Citigold customers. Compared to the first half of 2015, the number of new customers from online channels for credit card, Ready Credit, and personal loans is up by 50%, 33%, and 12% respectively. The number of customers who download the bank's mobile platform has increased by 58%. In the Wealth Management segment, the launch of **E-Mutual Fund** has seen a 93% increase in trading the first half of 2016 compared with the same period in 2015.

The overall success in the first two quarters of this year shows in the strong portfolios of Citi Thailand's customers. For example, spending on credit cards per account is two times higher than the market average, while the overseas spending per account is triple the average. On the contrary, credit card and personal loan delinquency appear in significantly lower numbers than the market's average. Customer satisfaction score in every product category has also increased compared to last year.

Commenting on Citi Thailand's success to date in 2016, Vira-anong added, "Based on the changing needs of our customers, we are focused on bringing digital technology and social media to engage customers in a more holistic approach. In the second half of the year we will have radical digitization and simplification throughout the customer journey ranging from acquisition, engagement, payment, servicing and digital ecosystem. To find new customer via the digital platform, we have **Personalized eMGM** which is a digital marketing campaign encouraging current customers to refer friends via social media to be new Citi customers. This program is distinguished by assigning client codes individually. It makes a customer's invitation more personal and intimate. The new clients can apply online directly. We will also have 100 Sales & Relationship managers equipped with iPads through which they can submit customer applications and documentation with greater efficiency. This will shorten the application time by 2 days and ensure zero data input errors. We also plan to streamline the notification of application status by using SMS and email throughout the onboarding journey."

“In addition, customers interested in investing in mutual funds will be able to use our **Fund Explorer** application to compare the performance of various funds. The application is an online interactive tool that supports mutual fund investment decisions and customized views with comparison across funds. It is part of our investment in Open Architecture, which offers diversified investment portfolio management. In the second half of 2016, our **Citi Mobile** banking service will launch many programs and use **Touch ID** or fingerprint identification keys instead of passwords for secure log-in, **Cash Advance** request can also be done on mobile phones. In addition, Citi will offer other services on digital platforms, such as **Citi PromptPay**, which gives customers 1000 Citi Rewards points when applying for this new service. Finally, we will also monitor our customer satisfaction via online surveys.”

For an overview of the global bank, Citi established **Citi FinTech** in late of 2015 to lead Citi’s transition to a smartphone-centric business model and reinvent the direction of the bank in the future. This group is responsible for leading Citi’s collaboration with FinTech startups. Our flagship program is the **Citi Mobile Challenge**, a globally orchestrated hackathon series that is scouring the world for the best apps and ideas to incorporate into Citi’s mobile banking platform.

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#### **About Citi:**

Citi, the leading global bank, 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) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog:<http://new.citi.com> | Facebook:[www.facebook.com/citi](http://www.facebook.com/citi)|LinkedIn:[www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

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