



FOR IMMEDIATE RELEASE

Citibank, N.A.

December 16, 2016

**Citi Introduces Citi LINE Connect, First Time in Thailand,
To Offer Simple, Secure and Seamless banking.**

As a service provider who keeps up with the latest digital platforms, **Citibank Thailand (“Citi Thailand”)** and **LINE Thailand** has jointly introduced **Citi LINE Connect**, a new online platform which seamlessly integrate banking tools into one of the most popular chat applications for users today. Citi customers can view their account balances, check transactions and credit line, as well as redeem LINE coins with Citi Rewards Points to buy stickers, amongst other exciting features.

This is the first time that any financial institution in Thailand has offered an additional online platform to online or mobile banking to engage with customers. Citi LINE connect will truly bring banking into the hands of customer and connect with those who use LINE on a daily basis in a simple and convenient way. The press conference takes place on December 16 at Client Reception Hall, Citi Thailand, 19th floor, Interchange 21 building.

Vira-anong Chiranakhon Phutrakul, Consumer Business Manager, Citibank Thailand said, “Citi Thailand is committed to being on the forefront of delivering new products and services to our customers. We see the importance of improving our services on digital platforms, which now play a major role in people’s lives, thanks to the changing lifestyle of consumers today. Smartphones have become an integral part of every ones’ lives, and instant messaging is now a main communication method, whether personal or work-related. Nowadays, there are 33 million LINE users in Thailand and to drive the customer experience back home, Citi Thailand will offer basic banking features for our customers in the LINE application.”

Citi LINE Connect has been developed to facilitate Citi Thailand customers who have registered their Citi credit card or Citi Ready Credit accounts on the Citi LINE Connect platform. Customers can request their account information such as outstanding balance, due date, and available credit-line and Citi Rewards Points balance through the Citi Thailand LINE official account, by simply completing a one-time registration process. The target user for this new platform is current Citi Thailand customers who are already LINE users, and those who follow the latest updates from the Bank on the Citi Thailand LINE official account. Upon registration, customers will be able to receive Citi Alerts through LINE, which will update transaction notifications and other alerts. Further, users with Citi Rewards Points can redeem their points for LINE coins. Thorough encryption technology ensures the safety of private information when using this service.

To register for **Citi LINE Connect**, Citi customers can add the Citi Thailand LINE official account as a friend before signing up by entering card details, primary

telephone number and date of birth. For security, the platform will request verification by using the one-time-PIN (OTP) from the customer. Once registered, customers will be able to request Citi credit card and Citi Ready Credit account information and redeem points via the menu tab of Citi Thailand LINE official account. The Citi LINE Connect service makes banking inquiries very convenient and user-friendly, with simple access to information anywhere, anytime.

Citi LINE Connect will be launched in January 2017, to celebrate the New Year and the 50th anniversary of Citi business Thailand.

#####

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 | Twitter: @Citi | YouTube: www.youtube.com/citi | Blog: <http://new.citi.com> | Facebook: www.facebook.com/citi | LinkedIn: www.linkedin.com/company/citi.

Media Contacts:

Citibank, N.A.

Hassaya Hasitabhan

Tel: 02-788-2904

E-mail: hassaya.hasitabhan@citi.com

Public Hit Co.,Ltd.

Jittapa Archathawan 089-480-4514

Vasinee Ongcharit 087 337 7788

Kanthima Wannarat 087-337-7788