

**SAMSUNG**



**FOR IMMEDIATE RELEASE**

**Citibank, N.A.**

**February 24, 2017**

**Citi Invites Shoppers to Use Samsung Pay to Earn 5X Reward Points at The Mall Department Stores until March 31**



**Citibank**, the leader of credit card innovation in Thailand, partners with **Samsung**, a global leader in smartphones, and **The Mall Group**, the first department store in Thailand to introduce Samsung Pay as a smart payment service for their customers. Special benefits are offered to Citi cardmembers through this partnership.

Executives of the three parties, **head of Credit Cards and Loans of Citibank Thailand Sandeep Batra**, **Senior Vice President for Marketing of The Mall Group Voralak Tulaphorn**, and **Director of Telecommunication Business, of Thai Samsung Electronics Wichai Pornpratang**, have joined hands to present a special promotion for shoppers in the digital age who seek a fast and convenient payment method using their credit card and Samsung Pay. Citi cardmembers can receive 5X reward points when making purchases using Citi credit card on Samsung Pay at a minimum of 1,000 baht per receipt (up to 1,000 points per card per month) at The Mall Department Stores, The Emporium, The EmQuartier, Paragon Department Store, and Blu Port Hua Hin, from today to March 31.



Experience a smart payment system that is fast, secure, and convenient, and enjoy special privileges exclusively offered to Citi cardmembers. For more information, contact Citi Phone Banking at 1588 or <http://www.citibank.co.th/th/samsungpay>.

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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).

#### **About Thai Samsung Electronics**

Thai Samsung Electronics is the leader of electronic appliances, IT products, and smartphones in Thailand. It manufactures HD televisions, LED televisions, side-by-side refrigerators, two-door refrigerators, automatic washing machines, air conditioners, microwaves, LFD screens, multifunction laser printers, smartphones, tablets and digital cameras. It employs about 5,000 people in its sale, marketing, and production lines. Visit <http://www.samsung.com/th>.

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