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Citibank, N.A.

Citibank Thailand and The Mall Group unveil enhanced Citi M Visa Credit Card

The co-branded Citi M Visa Credit Card just got better, enabling customers to enjoy more privileges and services in and beyond Thailand.

Launched in 2007, Citi M Visa, Thailand's leading co-branded card, has been well received and recognized for its special shopping perks at three leading shopping centers – The Mall, The Emporium and Siam Paragon. Over the last five years, it is the fastest growing co-branded credit card in the country with 90% of cardholders actively using the card. It is also the most frequently used credit card at The Mall, The Emporium and Siam Paragon, said Natsamon Vongkittipat, Group General Manager, Marketing from The Mall Group.



Tearavath Trirutdilokkul (second left) and Natsamon Vongkittipat (center) with Visa Country Manager, Myanmar and Thailand, Somboon Krobteeranon (second right) at the Citi M Visa launch event.

“The success of Citi M Visa resulted from innovative marketing by The Mall Group and Citibank including creative promotional campaigns that offer clients more rewards on their spend. Some of these include using points for instant discount redemptions, six-month zero-percent interest installment plans and the Duo Card campaign allowing clients to claim additional benefits when they present Citi M Visa together with The Mall Group’s M Card, said Natsamon.

“In this upgrade, the Citi M Visa is truly the global shopping and lifestyle card and we

will focus on three marketing pillars over the next five years - New Look, New Touch, and New Borderless Privileges," Natsamo added.



Tearavath, Natsamon and Somboon with management seniors from Citi, The Mall Group, Visa International and celebrity guests.

New Look

Citi will upgrade the co-branded card from Visa Platinum to Citi M Visa Select Signature allowing cardholders to enjoy additional privileges such as discounts at hotels, restaurants, golf courses and lifestyle venues worldwide, shared Tearavath Trirutdilokkul, Citibank Thailand Head of Credit Payment Products. Reflecting its premium status and international recognition, the card will be targeted at high affluent customers with a monthly income of between 200,000 to 300,000 baht, who are active lifestyle spenders.

New Touch

Citi is also offering its card members an enhanced user experience. Partnering with Mobility Company to introduce the STAMP application, card members can enjoy collecting electronic stamps on their smartphones to redeem privileges and free gifts. Clients simply download the application and choose Citibank to grab special offers at Gourmet Market outlets at The Emporium and Siam Paragon.

The upgraded Citi M Visa will also create more personalized services for card members by introducing promotions targeted at various segments and groups. This targeted approach will augment offerings that match the lifestyles and interests of different card members whether it be fashion, shopping, dining, healthy or beauty.



Tearavath and Natsamon discuss the improved Citi M Visa Card and its benefits

New Borderless Privileges

"We are also enhancing the Card with New Borderless Privileges by leveraging on Citi's global network", Tearavath said.

"For example, Citibank Thailand has partnered with Citibank Korea in a campaign called 'Cross Card, Cross Border Privileges' for Citi M Visa card members, which instantly gives them a three to five percent discount when shopping at Shinsegae Department Stores in Korea. At the same time, Citibank Shinsegae card members will enjoy a five to ten percent discount when traveling to Thailand and shopping at Siam Paragon, The Emporium and The Mall.



Three celebrity card members Vorravit Sitipark (second left), Apichaya Krirerk (third left) and Benyapa Svasti-Xuto (right) share their experiences with the Citi M Visa Card.

“This exchange of borderless privileges benefit card members from both markets and contributes to our market share of overseas clients”, added Tearavath.

Natsamon added that the upgrading of Citi M Visa helps cardmembers enjoy more shopping privileges abroad especially in tourist destinations like Singapore, Korea, Hong Kong and European countries. This is an important tool in expanding the card’s existing client base and The Mall Group’s reach as it embarks on new business projects which including the Blue Port Hua Hin Resort.

Citi M Visa is the first and only co-branded credit card that offers five to ten percent discounts when shopping at The Mall, The Emporium and Siam Paragon especially in supermarkets, Gourmet Market and Home Fresh Mart. The benefits also include gifts at Home Fresh Mart, Gourmet Market, Beauty Hall and Power Mall, as well as other lifestyle privileges and promotions such as cash back at Shell petrol stations nationwide and 40 baht discounts on tickets at SF cinemas and discounts at restaurants participating in Citibank’s Dining Program.



Tearavath with Co-Founder and Director for Mobility Company Pong Yawagun jointly launch the 'STAMP' application.



Local celebrities endorse Citi M Visa

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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.

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