



FOR IMMEDIATE RELEASE

Citibank, N.A.

12 May 2015

Citibank Smart Banking – On the Move – convenience powered by technological innovation



Patrick Murphy, Chargé d'Affaires of the U.S. Embassy (center) attended the Smart Banking opening. Joining in the photo are: Darren Buckley, CCO (3rd from left), N. Rajashekar, CBM (6th from left), Vira-anong C. Phutrakul, Country Retail Banking and Branch Distribution Head (5th from left) and Wanvisa Komindr, Country Marketing and Client Experience Head (2nd from left) and the two Thai celebrities on the side.

Citibank Thailand has enhanced its Smart Banking services with the implementation of new technology to offer further ease and convenience to customers.

The Smart Banking branch at Asoke now features a Smart Teller Assist Unit (STA), enabling quick, paperless, and automated transactions including deposits, withdrawals, fund transfers and payments with the simple swipe of a customer's Citibank ATM card. This is the first-of-its-kind technology in Thailand.

A Smart Queue Management System (QMS) has also been implemented at the branch to quicken and efficiently manage queues at the branch. Clients can SMS the bank to reserve a queue number while on the way to the branch, making the wait time shorter. The innovative system also enables SMSs to be sent to clients when their queue

number is nearing, giving them the flexibility to carry out other activities while waiting for their turn.

Country Head and Citi Country Officer for Citibank Thailand Darren Buckley said, “Citibank’s commitment to client service is central to what we do. We strive to improve the client experience by continuously improving our services and simplifying our processes through the deployment of new and innovative technology. The implementation of this new technology at our Asoke Branch reinforces Citibank’s focus on client centricity and our position as a premier bank both in Thailand and across the world.”

Country Business Manager for Citibank Thailand N. Rajashekar added, “Citibank Smart Banking is a new retail proposition that involves a cultural shift in all aspects of client interactions at the branch. Integrating the bank’s global network with state-of-the-art technology in the most effective and efficient way, Smart Banking offers clients new banking experiences through technologically advanced user-friendly interfaces. In doing so, it makes local and global banking connected, contemporary and personal for Citi’s clients.”

Vira-anong C. Phutrakul, Managing Director – Country Retail Banking and Branch Distribution Head of Citibank Thailand, said, “Smart Banking is a new approach to retail banking. We aim to offer a differentiated client experience. When clients use the Citibank Smart Banking service at our Asoke branch, they will be taken care of by dedicated staff, or ‘Citi hosts’. Citi hosts have been trained to deliver end to end best-in-class services. In addition to the two outstanding innovations - STA and QMS, our Smart Banking branch also features interactive product information and a financial planning calculator on touch panels called ‘Sales Wall’, as well as convenient servicing and account opening via iPad or at ‘Work Benches’. We can provide seamless service and personalized advice, irrespective of location - clients wishing to learn more about the latest market trends and our VDO Conferencing Capability can visit any of our Citibank branches to request a session with respective Citigold representatives.

On May 6th, we officially unveiled Citibank Thailand’s enhanced Smart Banking services at a launch event. Present at the Asoke Branch on the day were business partners as well as VIP guests including Chargé d’Affaires of the U.S. Embassy, Mr. W. Patrick Murphy; Thai Financial Planners Association Chairman, Mr. Teera Phutrakul; Manulife Thailand Chief Executive Officer, Mr. Tor Indhavivadhana; President and Chief Executive Officer of Allianz Ayudhya Assurance, Mr. Bryan Smith; and celebrities including Mew Nittha Jirayungyurn.

To celebrate this Smart Banking milestone, we have special offers for clients who open a savings account, an investment account, or increase their investment with us by THB 300,000 between now and 31 May 2015. These customers will receive a versatile Citi Power Bank mobile phone charger,” **Vira-anong added.**



The interior of the Asoke Smart Banking branch

Citibank Smart Banking branch is located in downtown Bangkok at Interchange 21 building, conveniently close to the BTS (Asoke station) and the MRT (Sukhumvit station). Smart Banking service operate Monday – Friday between 8.30 a.m. – 7:00 p.m., and Saturday between 10:00 a.m. – 5:00 p.m.

#

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

Branded The Agency Co., Ltd^l
Nirada Kaewthai / Walairat Ruamrak

Tel: 0 2788 2904
E-mail: hassaya.hasitabhan@citi.com

Tel: 0 2650 9090
E-mail: nirada@branded.co.th / walairat@branded.co.th