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**Citibank, N.A.**  
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## **Vira-anong Chiranakhorn Phutrakul Becomes The First Local Executive Appointed as Citi Consumer Business Manager**

**BANGKOK** – Citi Thailand has announced the promotion of Vira-anong Chiranakhorn Phutrakul to the position of Consumer Business Manager. She becomes the first local executive promoted to lead Citi’s Consumer Banking business in Thailand, overseeing business functions including Credit Cards and Loans, Retail Banking, Wealth Management, e-Business, and Consumer Lending.

**Vira-anong Chiranakhon Phutrakul, Consumer Business Manager, Citi Thailand** said, “For over 20 years I have grown professionally within the Citi organization, so I’m honored and proud to be appointed to this position. I have gained valuable experience from time spent in various departments, including Corporate and Consumer Banking. I will take this great opportunity to develop our franchise to offer a remarkable client experience in Thailand by leveraging our global capability and expertise, together with the understanding of the client’s requirements and digital trends. Our aim is always to serve our clients efficiently, wherever they are and whenever they need us.”

Commenting on Citi Thailand’s recent achievements, Vira-anong said, “Despite a challenging economic environment, 2015 was another successful year for Citi’s consumer business. We launched the Citi Prestige Card, the first truly global credit card, and we achieved more than 25,000 card-members within 3 months of the launch. On the digital side, we have implemented account opening via iPad, enabling a quick turnaround time. Our clients are also able to get financial services while they are on the go, such as investing through eMutual Fund, creating online transactions, and checking their account balances via eStatement. Our clients have enjoyed customized events and activities based on their different lifestyles, including investment seminars and lifestyle workshops. All of these enhanced services and client engagement models have resulted in significant improvements in our customer satisfaction results.”

Vira-anong also disclosed the bank’s strategy for 2016. “This year, we aim to be **“The Best Bank for the Target Segment”**. As a global bank, Citi has strengths to serve globally-minded consumers. These are people who travel frequently either on business or for leisure. Many may reside in the country, but they follow global trends and would like to buy online products and services. Some of them may be interested in investments offshore. We will achieve our objectives via a 3-prong strategy:

1. Deliver best product proposition for target segment
2. Deliver best product to customer on the go
3. Deliver best product based on unrivaled experience

### ***Best product proposition for target segment***

Citi has just launched “Citi ThankYou Rewards” as part of its Global Rewards program, which offers credit card members a unique and consistent rewards redemption experience throughout the world. Global Rewards provides unequaled access to rewards, travel, and exclusive offers and events.

Citi Thailand will be the first commercial bank to offer off-shore investment services to retail investors in the first quarter of 2016. Key strengths as a global bank and partnerships with top global investment companies, together with Citi’s expertise in asset allocation and portfolio diversification models, suit a wide array of customer investment objectives. The architecture of the wealth management platform allows the customer to invest directly in worldwide top mutual funds and diversify their investment portfolio.

Customers will benefit from Citi’s various best-in-class products. Moreover, Citi card members will enjoy a consistent privilege or benefit scheme throughout the world by simply using their Citi credit card, with over 10,000 offers available across the world.

### ***Deliver best product to customer on the go***

Citi will continue to enhance its online banking to better serve the global citizens. Clients will be able to grow their wealth no matter where they are physically by investing in eMutual Fund and the first-to-launch Offshore Mutual Fund. Citi has also improved its mobile banking offerings by launching a new mobile banking Global Platform supporting the concept of Mobile First, which has new key functionalities including account snapshot, International Fund Transfer, and customer-oriented functions such as PDF statements and ATM PIN change options. The new digital channels such as Online Loan on Phone, 2-way SMS Card activation, and e-Advice will allow customers to interact with the bank while ‘on the fly’.

### ***Deliver best product with unrivaled experience***

Citi Guarantee program will provide remarkable onboarding experiences with a service guarantee on turnaround time. Customers who love dining out will find the best dining experiences through the Citi Dining Guarantee, which ensures customers will get the best deal from the participating restaurants nationwide. In response to the increasing popularity of social media, Citi customers will be actively engaged via social media and mobile applications.

“Our mission is to serve as a trustworthy, responsible partner to our customers. We aim to provide financial services that enable growth and economic progress. Our core activities are safeguarding assets, lending money, making payments and accessing the capital markets on behalf of our customers. We have strong experience helping them to meet the world’s toughest challenges and embrace its greatest opportunities. Citi, the global bank, is an institution that connects millions of people across hundreds of countries and cities,” Vira-anong concluded.

**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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