



PRESS RELEASE

Citibank

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Citibank Elevates Its Privileges with Launch of New Citi Prestige Card

First Global Credit Card Provides Unique Experiences, Global Travel Benefits, and Rewards for Your Relationship with Citi

Citi Thailand today launched the new Citi Prestige card, which leverages on the bank's unique global footprint and relationships to deliver a world of experiences to cardholders– at home and wherever they travel.



Mr. Darren Buckley (center), Country Head and Citi Country Officer of Citibank Thailand, recently organized an event to introduce **Citi Prestige**, a new global credit card which offers global travel privileges and points that grow based on the tenure of their relationship with Citi. Also attending the event were **Mr. Sandeep Batra** (3rd right), Head of Credit Cards and Loans of Citibank Thailand, **Vira-anong Chiranakhorn Phutrakul** (3rd left), Managing Director for Country Retail Banking and Branch Distribution Head of Citibank Thailand, **Suripong Tantiyanon** (2nd left), Country Manager, Thailand of Visa International (2nd left), **Onchuma Durongdej** (2nd right), **Jay Spencer** (far left) and **Karoon Sosothikul** (far right) at Quartier Gallery, M Floor of The EmQuartier shopping complex.

Citi Prestige is the bank's first truly global credit card, and is currently offered in nine other countries including Australia, Colombia, Hong Kong, India, Korea, Malaysia, Mexico, Singapore, and the US. Citi is working to offer Citi Prestige to customers in additional markets.

Citi Prestige offers unparalleled global benefits including a dedicated Citi Prestige Personal Assistant, fluent in 20 languages, is available 24/7 to fulfill all lifestyle needs of affluent consumers with local and global expertise; complimentary green fees at hundreds of renowned golf courses; access to unique experiences and events; complimentary 4th night stay at any hotel in the world and unlimited access to over 700 airport lounges worldwide through the Priority PassTM card.

"Today, with the fast-growing travel trends and easy access to real time media, the needs of affluent customers have converged to be more consistent worldwide. Citi Prestige has been designed together with a global team and adapted for the Thai market. The card offers unrivaled global benefits that customers can enjoy wherever they travel around the world, such as 4th night free at any hotel anywhere in the world and complimentary airport transfers and fast track passes throughout Asia Pacific. At the same time, cardholders can enjoy exclusive local benefits for premium dining and shopping. The Citi Prestige credit card provides consistent features, benefits, recognition and coverage across the globe for the affluent in Thailand. With Thailand entering the AEC around the end of this year, this is the prime time to launch this Card," explains Mr. Darren Buckley, Country Head and Citi Country Officer, Citi Thailand.

Further, the Citi Prestige card uniquely rewards customers who have maintained relationships with Citi. The Citi Prestige card offers annual Relationship Bonus Points, which is calculated based on the cardholder's spending in the past year. The number of points earned grows based on the tenure of their relationship with Citi, and Citigold customers can earn points at an even better rate.

Citi Prestige Credit Card key benefits include:

- Exceptional Rewards Program
 - Earn unlimited points that never expire
 - Earn 2 Citi Rewards Points for every THB 25 spent locally and earn 3 Citi Rewards Points for spending the equivalent in foreign currencies.
 - Earn annual Relationship Bonus Points up to 5% calculated upon spending in the last 12 months. The number of points earned grows as your relationship with Citi does. Earn even more Citi Rewards Points at a preferential rate for Citigold customers.
 - Gain preferential miles conversion rate: two Citi Rewards Points to one air mile with participating airlines. For example, Thai Airways Royal Orchid Plus, Cathay Pacific, Singapore Airlines Kris Flyer.

- Travel & Hotels
 - Enjoy unlimited access at over 700 airport lounges in 120 countries around the world through the Priority PassTM card.

- Complimentary one-way limousine transfer service to or from airports throughout Asia Pacific up to 2 times per year.
 - Enjoy Fast Track passes at airports when travelling within Asia Pacific up to two times per year.
 - Unlimited complimentary 4th night stay at any hotel in the world.
- Global/Local Access and Service
 - Tee off with complimentary green fees at any participating golf course up to three times per year.
 - Access to unique experiences and global events like personal shopping services.
 - Citi Prestige Birthday program: Extra Citi Rewards Points along with various other premium lifestyle and dining privileges.
 - Enjoy dedicated parking privileges at leading malls and hotels in Thailand.
 - Year-round Hotel Dining Privileges: Exclusive dining privileges with leading hotels in Thailand which change every year. This year, enjoy 15% off dining at participating Starwood Hotels and Resorts.
 - A dedicated Citi Prestige Personal Assistant to cater to all our customers' lifestyle needs, available 24 hours a day with worldwide expertise.
- Protection and Security
 - Chip technology
 - 30-day purchase protection
 - Home assistance
 - Road assistance
 - Worldwide travel and medical assistance

To highlight its exclusive privileges and relationship with its cardholders, at home and wherever they travel, Citi Thailand stylishly launched the new Citi Prestige card in the event that portrayed travel experiences through the lenses of prominent celebrities such as Vatanika Patamasingh, Onchuma Durongdej, and Jay Spencer. Also present at the event are socialites such as Dalin (Sophonpanich) Youngpichit, Krittiya Laohapongchana, Supanida Panyarachun, Karoon Sosothikul and Nattapong Vongkusolkit. Pakorn Chatborirak, a famous super star also attended talking about his travel lifestyle on October 14 at Quartier Gallery, M floor, The EmQuartier.

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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 | Twitter: @Citi | YouTube: www.youtube.com/citi | Blog: <http://new.citi.com>

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