



**For Immediate Release**  
**Citibank, N.A.**  
**19 May, 2016**



## **Citi Thailand launches official LINE account**

### **Becomes first country in Citigroup with LINE facility**

#### **Offers special promotion for clients applying for credit cards via LINE**

**Bangkok – Mr. Daren Buckley, Country Head and Citi Country Officer, and Vira-anong C. Phutrakul, Consumer Business Manager for Citibank Thailand,** recently presided over the launch of the official Citi Thailand LINE Account.

Seen as a valuable tool for attracting new customers, building client relations, and enhancing marketing strategies, **Citibank Thailand** becomes the first country in the **Citigroup** globally to adopt the new communications channel.

At the launch, **Citibank Thailand** also introduced a special promotion for clients who apply for Citi Rewards Credit Cards, Citi M Visa Rewards Credit Cards, Citi Cash Back Platinum Credit Cards, and Citi Royal Orchid Plus Preferred Credit Cards via the LINE channel. They will receive, for example, annual fee waived for 2 years, and privileges including earning 1 air mile for every Baht spent or more Citi Rewards Points. Clients can enjoy this promotion from now until 31 July 2016. For more information on Citi credit card promotions, visit the Citi Thailand LINE Account at <https://www.citibank.co.th/th/apply/line/index.html?ecid=LINE> or contact 1588 (round-the-clock).

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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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