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Press Release

FOR IMMEDIATE RELEASE

Citibank wins Best Social Media Initiative Award in Taiwan 2013

- “Citi Mobile Check-In and Reward Program” combined the bank’s mobile banking applications with social media mechanisms in the Taiwan market.
- Total Citi Mobile App was downloaded about 25,000 times in four months. During the campaign period, more than 1,000 customers enrolled in the check-in program.

Taipei, Taiwan, June 27, 2013- Citibank won the Best Social Media Initiative Award in Taiwan for 2013. The bank received the award at The Asian Banker’s Taiwan Country Awards 2013 ceremony. The ceremony was held in the Westin, Taipei, Taiwan, on June 27, 2013.

About 60 senior bankers from award winning banks across Taiwan attended the event that recognises their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard was used for each award category to determine the positions of the winners relative to their competitors within the country.

The Asian Banker

The Asian Banker is the region’s most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: Research services, training and forums. The company’s website is www.theasianbanker.com

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