

Press Release

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The China Awards Programme 2011

Citibank Wins Best Brand Building in China

- *Citibank wins Best Brand Building Award*
- *Citibank redefines the parameters of creative branding mediums with excellent return on investments*
- *Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme*

Singapore, March 26th 2011 –Citibank wins the award for the Best Brand Building for 2011. The bank received the award at The Asian Banker Gala night, held in conjunction with The Asian Banker China International Banking Convention, China's largest annual meeting of decision makers and senior professionals in the financial services industry and the foremost forum for engaging on global and domestic themes bringing together international thought leaders and industry specialists. The Awards Night is a gathering of domestic institutions that have excelled in Retail Financial Services, Technology and Risk Management, held at the Westin Hotel (Financial Street) in Beijing on May 26th, 2011.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind in China

A stringent two-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various banks in the region is attached.

Citibank wins Best Brand Building Award

Citibank China stood over and above all its peers in strengthening its brand in China by means of innovative and new marketing approaches and thus communicating effectively core benefits of its franchises to Chinese customers. With its increasing presence in the mainland, Citibank has continued to expand its retail banking operations in 2010, with plans to open 300 more branches or ATM locations over the next few years.

With its impressive branding initiatives including the "Blue Wave" campaign and the "Moving Branch" concept. Citibank has built significant mind share and increased its brand relevance amongst consumers in China.

As the branding campaigns generate greater market presence, Citibank has started to target high net worth individuals and have successfully launched the Citigold Private Client service to cater to that segment. Citibank's franchise shows promising growth as the bank continues to grow its network. In May 2011, the bank opened a new branch in Nanjing which will add to its

network that already includes at 36 personal banking outlets.

Citibank redefines the parameters of creative branding mediums with excellent return on investments

In brand awareness, Citibank has exceeded the industry average in 2010. It strategically expanded its brand in upcoming growing cities. While it deepened its branding campaign in Beijing and Shanghai, Citibank also strategically targeted Guiyang, a capital city in West China promising large growth potential.

Citibank has introduced new forms of branding with new creative mediums. Apart from traditional print media, billboard and airport light boxes, the bank adopted outside-of-the-box mediums such as branding ads at 30 gas stations and over 80 electronic transformed across Guiyang. They also introduced a new branch model, the first full service customer outlet in Shanghai's metro system which is also impressively the first full service Smart Banking outlet in China.

Citibank's Smart Banking concept really took off as customers reported greater service experience in ease and innovation. Customers have the choice of using the state-of-the-art technology, such as interactive touch panels and video conferencing, or receiving comprehensive banking services in the bank's private briefing rooms. Its promotional campaigns have not only re-shaped the parameters in creative branding but have also given a new perspective in customer experience as they deliver tangible benefits to the customer.

Over 90 banks and financial institutions across China were evaluated as part of the China Awards Programme

The Financial Services Industry in China is changing dramatically, and every year it looks very different from the previous year. The transformation of the industry since the early 2000 before the main institutions sought listings in the international capital markets, to what they have become today is nothing less than dramatic. They used to look to Western institutions for leadership and benchmarks in best practices. But after the global economic crisis, these same institutions found themselves leading the world in terms of capitalisation, profitability and product and process innovation, without meaningful peers against whom they can benchmark themselves on a continuous basis.

Mr Kapfer elaborated: "With this as the background, it has become even more important to keep track of the best Chinese financial institutions, where they are, the infrastructure they have invested in, their ability to scale and the risk processes they have in place to ensure that they are long term and sustainable institutions. All of these will become tested in the next banking crisis, which may well originate in the fast growing regions of today. The China Awards are designed to take stock of the annual changes taking place today. It is designed to identify winners and losers in the fierce competition between players in China for customers and market share, while making it very clear that we will also take note of the infrastructure the banks have been investing in, their risk management culture and capabilities as well as the philosophy and quality of leadership."

This year, over 90 financial institutions and banks in China were evaluated as part of The China Awards Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst financial institutions in China today. Our assessment covered four large national banks, 13 joint stock commercial banks, 50 city commercial banks, 14 rural commercial banks and 10 foreign banks.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate product and process innovation that make an impact on bank's business. The evaluation process involves extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. For more information on the 'China Awards Programme', the evaluation criteria and the universe of Chinese financial institutions we look into please visit our website at <http://www.asianbankerawards.com/chinaawards/index.php>

The China Awards Programme 2011

RETAIL FINANCIAL SERVICES AWARDS

Best Wealth Management Product in China

*Joint Stock Bank --***China Merchants Bank**
*City Commercial Bank—***Bank of Shanghai**

Best Internet Banking in China

*Large Scale Bank ---***ICBC**
*Joint Stock Bank –***Bohai Bank**

Best Branch Banking Initiative in China

*Large Scale Bank --***Bank of China**
*Joint Stock Bank —***Shanghai Pudong Development Bank**
*City Commercial Bank –***Bank of Beijing**

Best Mortgage Product in China

*Joint Stock Bank -***CITIC Bank**

Best Credit Card Product in China

*Joint Stock Bank –***China Merchants Bank**
*City Commercial Bank –***Bank of Jiangsu**

Best Bancassurance Product in China

*Foreign Bank -***HSBC China**

Best SME Product in China

*Large Scale Bank -***China Construction Bank**
*Joint Stock Bank –***Guangdong Development Bank**
*City Commercial Bank –***Bank of Harbin**

Best Brand Building in China

*Foreign Bank –***Citibank China**

TECHNOLOGY AWARDS

Best Core Banking Implementation in China

Shenzhen Rural Commercial Bank and Fiserv

Best E-Banking (Mobile) in China
Shanghai Pudong Development Bank

Best Trading Systems (Back Office) in China
Bank of Communications and Misys

Best HR Systems Implementation in China
StanChart and LongTop (International Winner)

Best Risk and Analytics
Shanghai Pudong Development Bank and FICO

Best Data Center Initiative
ICBC and CISCO

RISK MANAGEMENT AWARD

Best Risk Management in China
ICBC

-End of List-

About 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, Beijing 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: publications, research services and forums. The company's website is www.theasianbanker.com

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