

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2010

Citibank Singapore and Citibank Hong Kong win the Best Branch Innovation Award for the year 2009

- *Citibank Singapore and Citibank Hong Kong win the Best Branch Innovation Award for the year 2009, surpassing 21 other competitors in the field.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – Citibank Singapore and Citibank Hong Kong have won the Best Branch Innovation Award for the year 2009 in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the JW Marriot in Shanghai on the evening of March 18th, 2010.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, the industry's celebration of the region's best retail bankers that recognizes 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-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

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Citibank Singapore and Citibank Hong Kong have both won the Best Branch Innovation Award for the year 2009, distinguishing themselves from the 21 other submissions in this highly competitive category.

The local franchises of the global bank have shown their ability to transfer the smaller sized transit branch concept to a regional level. They have come up with several innovations that enhanced customer experience and helped bring the branch more accessible.

This translated to faster turnaround times for many of their services, such as Citibank Singapore's feature of efficiently processing new credit card applications. Qualified customers are handed their new credit cards within 30 minutes, without having to return to the branch on another day.

Due to Citibank Hong Kong's aim to provide their customers with express banking services for extended service hours, they set up "transit branches" in high traffic areas such as train stations, to meet their clients at a place that is convenient to them. Customers are able to manage their bank accounts, avail of general banking services, and apply for new loans and credit cards. Product Information and Demonstration are also available through interactive digital panels that are installed in the transit branch.

"In 2009, Citibank Singapore and Citibank Hong Kong have re-engineered their operations to maximise the potential of strategic locations and partnerships, combined with customer-centric products. Their branch transformation initiatives have provided key insights into the future of branch innovation," said Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme

"This year over 120 banks and financial institutions in 23 countries across the region were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today," said Philippe Paillart, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involves extensive research and probing interviews, and taps on the combined experience of a team of experienced researchers.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, added: "The Asian Banker Excellence Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time."

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its

incisive and independent commentaries on developments in the industry. The company's website is www.theasianbanker.com.

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