

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

Citibank China wins the Best Customer Relationship Management in China Award for the year 2009

- *For the first time, Citibank China wins the Best Customer Relationship Management in China Award for the year 2009.*
- *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 China has won the Best Customer Relationship Management in China Award 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.

For the first time, Citibank China wins the Best Customer Relationship Management in China Award for the year 2009

Citibank China has won the Best Customer Relationship Management in China Award for its outstanding performance in customer relationship management in 2009, besting other competitors in the field. As a leading foreign player in the Chinese market, Citibank China has brought its global expertise and experience in customer service into its local operations.

Citibank China trained an outstanding relationship-driven management team which is supported by a group of wealth management specialists. They also installed state-of-the-art

customer relationship management systems such as Source of Knowledge and Wealth Management Planning Tool. These innovations helped enhance customer experience of its wealth management clients.

In 2009, Citibank China conducted an overhaul of its product selling process to offer better customer protection. The selling process has put in place a “call-back confirmation” mechanism to re-confirm the customers’ comprehension of purchased products and risks. The bank’s senior management also holds monthly service council meetings to review and discuss all their programmes and operations.

“Citibank China’s strength in their CRM system and strategic innovation guarantee an impressive portfolio performance and a market leadership in China, which contributed to an increase in their brand value in this emerging market.” said Mr. Chris Kapfer, Head of the Excellence in Retail Financial Services 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.

For more information please contact:

Ms Ananya Dutta

Direct (Singapore): (65) 6236 6174

Email: dananya@theasianbanker.com

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