

Citibank



For immediate release

Citigroup Inc. (NYSE symbol: C)

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Citibank Partners with 7-Eleven to Enhance Service Touch Points

Adding ATMs in key locations in Hong Kong

(Hong Kong) Citibank today announced the partnership with 7-Eleven to deploy Citibank Automated Teller Machines (ATMs) in selected 7-Eleven convenience stores, as part of Citibank's 2010 retail expansion plan. This partnership marries the convenience of the 7-Eleven network and Citibank's ATM service to offer customers a new level of banking experience.

In early 2010, Citibank announced its retail expansion plan to increase significantly service coverage in Hong Kong by enhancing its distribution channels and service offerings. One of the key initiatives is to expand Citibank's ATM network in the territory. Citibank will expand its ATM number to over 150 by the end of 2010. At the end of the ATM deployment, Citibank will have over 250 ATMs in the territory, supplemented by over 2,000 Jetco ATMs, to provide extensive and comprehensive service coverage to customers on the go.

Mr. Simon Chow, Deputy Country Business Manager, Citibank Global Consumer Group, said, "I am delighted that Citibank ATM services are now accessible across 7-Eleven's vast network of stores by phase. This demonstrates not only our commitment to service excellence, but also our commitment to serving Hong Kong and its citizens. At the beginning of the year, we set out on a quest to significantly step up our product quality and expand our service network. We have since opened 17 more branches and several more are expected to open before the end of the year. The collaboration with 7-Eleven as part of our ATM expansion plan adds significantly to the success of this expansion strategy."

Mr. Andrew Chong, Merchandizing Director, 7-Eleven Hong Kong & Macau said, "7-Eleven is the leading convenience store with the largest retail network in Hong Kong. We aim to provide quality products and wide range of value added services, such as bill payment, ticketing and charity donation services, to our customers. With this new partnership, Citibank can leverage on our strong network to continuously provide excellent service to customers, and we can also enhance the diversity of our services provided. Ultimately a Win-Win-Win benefit to both parties and customers is achieved."

Key services provided by Citibank ATM:

- Cash withdrawal in Hong Kong dollars or Renminbi
- Cash / cheque deposit (selected ATMs)
- Balance enquiry
- Fund transfer
- Bill payment

- Order cheque book / statement
- Foreign exchange rate enquiry

Citibank customers can also access PLUS, STAR and NYCE networks and withdraw cash from over one million ATMs in more than 160 countries around the world.

In 2010, Citibank set sail on an expansion plan that significantly increased the bank's service channels coverage and offerings, targeting the mass affluent customers, including:

- Increasing its retail network from 25 branches as of the end of last year to the current 42 with a few more to open in the coming months.
- Extending branch operating hours to 7pm, Monday to Friday.
- Enhancing customer experience by deploying value-added services such as free Wi-Fi, video conferencing and interactive media walls at branches.
- Launching new online platform with enhanced capabilities.
- Launching Citibank Mobile Application, an interactive mobile phone application that allows smartphone users to access a comprehensive suite of location-based credit card offers and banking services.
- Strengthening our credit card value proposition by introducing discount and special offers at more dining and retail outlets in key entertainment and shopping locations.

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