



**For immediate release
Citigroup Inc. (NYSE symbol: C)
December 3, 2013**

**Citibank Launches Citi Clear Card Catering to
Online-Savvy Shoppers in Hong Kong
*New card provides hassle-free Internet shopping experience with
up to 2% rebate on online transactions***

(Hong Kong) Citibank announced today the launch of Citi Clear Card, a new credit card catered to the lifestyle needs of Hong Kong consumers who enjoy shopping and entertainment. Citi Clear Card comes with a wide range of benefits including cash rebates, Buy-for-Me concierge service and discounts on movie tickets, bringing cardholders convenience and enabling them to save more.

The launch of Citi Clear Card is a direct response to the increasing trend for consumers in Hong Kong to shop online. The number of people who use online services in the city has grown significantly by over 40% since 2009. Up until 2012, there were over 2 million people in Hong Kong who used the Internet for shopping and online transactions (2009: 1.4 million)¹. According to a study conducted by research firm Nielsen that polled over 1,000 respondents in July 2013², among the most active online shoppers were respondents aged 25-34 (54%), 18-24 (52%) and 35-44 (51%). The percentage of online shoppers aged 45 years and above is relatively lower at 34%. Over 90% of respondents said they have high intention to shop online across multiple categories including household products (94%), clothing (94%), electronics (93%), entertainment (92%), travel (92%), and food & beverages (92%).

To mark the launch of Citi Clear Card, Citibank is partnering with Korean celebrity G-Dragon on a range of limited-edition merchandise inspired by the pop singer. The exclusive range will be available for Citi Clear Card clients to purchase online starting from December 9, 2013.

Citi Clear Card provides cardholders with hassle-free global online shopping experience through the Buy-for-Me concierge service offered through Citibank's partner, Borderlinx. The service enables Hong Kong-based customers to buy from

¹ Usage of Personal Computers and Internet Services by Hong Kong Residents, 2000 to 2012 published by the Hong Kong Census and Statistics Department

² Nielsen Connecting the Dots: Clicks & Bricks Report 2013

online retailers that do not typically accept orders from non-US or non-UK residents, and have the shipments sent to Hong Kong through international freight forwarder Borderlinx. Citibank's partnership with Borderlinx enables our clients to ship their purchases to Hong Kong at preferential rates. In addition, cardholders are entitled to a 2% cash rebate on non-Hong Kong dollar online transactions³.

Entertainment is another major aspect in the everyday lives of consumers in Hong Kong; Citibank also had this in mind when designing the features of Citi Clear Card. Cardholders can enjoy various benefits including discounts on movie tickets and priority booking of popular entertainment shows and concerts.

Maggie Ng, Head of Cards and Unsecured Lending, Citibank Global Consumer Banking, said, "The launch of Citi Clear Card is another testament to our commitment to introducing products that meet the rapidly-changing needs of Hong Kong consumers. With Citi Clear Card, our clients can now not only buy from a wider array of online merchants than otherwise might have been possible, and with great ease and convenience, they can also save more with the cash rebates and enjoy other card benefits. As shopping and entertainment become an integral part of our daily lives, we will continue our effort in developing innovative products and services that provide our clients with the complete lifestyle experience."

Key features of Citi Clear Card include:

Basic cash rebates – cardholders can enjoy a 0.4% basic cash rebate for transactions in any currency.

Non-Hong Kong dollar online transaction cash rebates – cardholders are entitled to a 2% cash rebate⁴ for non-Hong Kong dollar transactions made **online** (inclusive of the 0.4% basic cash rebate).

Buy-for-Me concierge service – Citi Clear Card clients can purchase from online stores that do not accept non-UK / US registered credit card through the Buy-for-Me concierge service, offered by Citibank's shipping partner, Borderlinx, at

³ Online Spending Cash Rebate will not be awarded to ineligible transactions including but not limited to cash advances, fees and charges, withdrawal amount under the Balance Transfer Program, Cash Conversion Program and Dial-a-Check Installment Program, casino transactions, online bill payment, payment to the Inland Revenue Department, unposted/ cancelled/ refunded transactions, and other transactions designated by Citibank from time to time at its discretion.

⁴ 2% cash rebate ("Online Spending Cash Rebate"), including the 0.4% Basic Cash Rebate, will be awarded to online transactions charged in currencies other than Hong Kong dollars ("Eligible Online Transactions") to the Eligible Card account. Each Eligible Card account is entitled to receive Online Spending Cash Rebate for the first HK\$10,000 (in equivalent foreign currencies) Eligible Online Transactions ("Online Spending Cash Rebate Cap") every statement cycle.

preferential rates. Cardholders are entitled to a 20% discount on the first shipment and 5% discount on every shipment thereafter.

Borderlinx also offers free package consolidation. Cardholders can combine purchases into one delivery to save on multiple shipment costs.

Saturday movie treats and early booking of entertainment shows – cardholders are entitled to buy-1-get-1-free movie ticket offer every Saturday⁵ or 10% discount on regular-priced movie tickets throughout the week⁶ at all Broadway, PALACE and AMC cinemas. Cardholders are also entitled to priority booking of select entertainment shows and concerts.

Hassle- and worry-free shopping - Cash rebates will automatically be credited to cardholders' account to offset spending⁷. No registration is required. Besides, cardholders will receive a SMS alert whenever an online transaction reaches \$500 or above enabling them to shop online with ease.

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About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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⁵ Cardholders are required to present one local sales slip of HK\$500 or more made on or up to 2 days before the date of movie ticket purchase. Each Eligible Card is entitled to one free 2D movie ticket every Saturday during the Promotion Period. Valid from now until Jun 7, 2014, except Dec 14, 21, 28, 2013, Feb 1, 8 and Apr 19, 2014.

⁶ Valid from now until Jun 7, 2014, except Dec 14 to Jan 1, 2014 and from Jan 30 to Feb 9, 2014

⁷ Basic Cash Rebate/ Online Spending Cash Rebate will be credited to the Eligible Card account on the following statement of account when Eligible Transactions/ Eligible Online Transactions are posted to a statement of account. – HK\$1 cash rebate can offset HK\$1 spending.