



For immediate release
Citigroup Inc. (NYSE symbol: C)
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Citibank Launches *Citi Priority* for the Emerging Affluent in Hong Kong

(Hong Kong) Citibank today announced the launch of *Citi Priority*, a new client segment targeting the emerging affluent, with a digitalized, convenient, simple and efficient banking experience to equip aspirational and financially progressive clients with better control over their wealth and time in order to achieve their future goals.

According to a recent study conducted by Citibank¹, the emerging affluent mostly use remote channels to manage their finances, with 39% stating that they mostly managed their banking account online, while 64% of them use online banking at least once a month. The emerging affluent are investment savvy, with 78% of them holding or trading one or more investment products in the past 12 months. On average, they traded stock eight times in the past three months.

Citi Priority comes with a wealth of key features that answer the needs of the emerging affluent, including:

- A range of online services and financial tools: Citi Alerts, FX order watching, protection calculator, online market insight which provides Citibank's timely views on the investment markets;
- Products with preferential pricing through digital channels: as low as 0.2% brokerage fee for online stock trading², 20 bps discount for online FX trading, 40% discount for travel insurance, fee waiver for remittance through digital channels;
- Priority in channel access: dedicated teller counter at selected branches and priority queue at 24-hour CitiPhone Banking;
- Global banking service and support: up to US\$5,000 emergency cash, handling fee waiver for overseas ATM withdrawal, cross border account opening and global view of accounts.

Ms. Priscilla Ng, Head of Customer Franchise, Citibank Global Consumer Banking, Hong Kong said, "With the growing pool of educated, energetic and globalized individuals in the emerging affluent segment, the need for more effective and efficient banking services that answer their way of banking anywhere is getting bigger. We are pleased to introduce *Citi Priority*, an unmatched banking service with products that answer the financial and lifestyle needs of this group of aspirational and up-and-coming individuals. *Citi Priority* does not only help these emerging

¹ Source: Citibank Banking Population Study 2015.

² Brokerage fee 0.2% is only applicable to Citi Priority clients who trade HK stock via Citibank Online or Mobile service. Shanghai-Hong Kong Stock Connect A-shares transactions, US Stock transactions, stock transfer-in and transfer-out, Initial Public Offering ("IPO"), stock regular savings plan ("RSP") related transactions are not included.

affluent clients save on transactions through our digital banking channels, but also offers seamless banking services that give clients freedom and flexibility to decide how and when they want to interact with us.”

Citibank provides a full array of wealth management products and services covering the whole wealth spectrum. *Citi Priority* is a new banking segment which serves emerging affluent clients with assets under management of between HK\$500,000 and HK\$1,500,000.

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Important Notes:

Investments are not bank deposits and involve risks, including the possible loss of the principal amount invested. Investments are not obligations of, guaranteed or insured by Citibank (Hong Kong) Limited, Citibank N.A., Citigroup Inc. or any of its affiliates or subsidiaries, or by any local government or insurance agency. Investment products are not eligible for U.S. persons and might only be applicable to limited jurisdiction.

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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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