



**For immediate release
Citigroup Inc. (NYSE symbol: C)
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**CITI SEES STRONG GROWTH IN DIGITAL BANKING USAGE IN ASIA
Over 7m Asian clients now registered for digital banking services**

(Hong Kong) Citi has passed the 7 million mark for clients in Asia that are signed up for digital banking services for their banking needs including online, mobile phones and other digital channels. These banking services include Citi's award winning mobile and internet banking applications across the 14 markets in which the bank has consumer operations in Asia. At the end of April 2014 Citi had 7.4m clients registered for Digital Banking services.

"Our aim is to be the world's leading digital bank and in Asia we are seeing strong pick up for our digital banking services. Technology and digitization are transforming the way in which we serve our clients. Consumer preferences are changing and a generational shift in behavior is driving consumers to new digital channels," said Jonathan Larsen, Head of Consumer Banking for Citi in Asia Pacific.

Citi has been investing heavily in technology to support the expansion of its consumer-banking business in the region. At the end of 2013 the bank also partnered with 3 Hong Kong to launch a mobile wallet in Hong Kong.

New Citibank branches have also taken on a digital model. These "smart-banking" branches include interactive touch panels, video-conferencing capabilities and full-service banking from devices such as iPhones and iPads. These were launched first in Japan in 2009 and since have been rolled out across the world, including over 100 smart banking branches in Asia. More than half of the 41 branches in Hong Kong have been converted to the "smart-banking" model and we will continue upgrading the rest of the branches in the coming years.

"Speed, simplicity and ubiquity are guiding our use of technology across the world. As a bank there is a priority on using innovation and technology to serve our clients. Technology and digitization are defining global trends of our lifetimes," said Larsen.

"As we are seeing more and more transactions being done through online or other remote channels, it is critical that we continue to invest in our technology in order to serve our clients to suit their preferred lifestyle. In Hong Kong, more than 40% of active clients use either Citibank Online or Mobile Banking to do daily transactions. Citibank Hong Kong's internet banking clientele has grown 22% year-on-year since 2010, while we have seen significant year-on-year growth of 80% in mobile banking clients from 2010 to 2013, showing that mobile and internet platforms have become the key channels for retail banking." said Maggie Yung, Head of Digital Banking, Citibank Global Consumer Banking.

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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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