



For immediate release
Citigroup Inc. (NYSE: C)
May 8, 2013

Citibank Introduces Acclaimed App *Citibank® for iPad* to Hong Kong

Hong Kong – Citibank today announced the launch of its acclaimed *Citibank® for iPad* app in Hong Kong, after the successful release in the U.S. in 2011. The app enables Citibank clients with bank or credit card accounts to access account information and perform transactions on their iPad devices.

“With a commitment to improving clients’ lives through innovation, we are pleased to introduce *Citibank® for iPad* to enrich our clients’ banking experience,” said Maggie Yung, Head of Digital Banking, Citibank Global Consumer Banking in Hong Kong.

“As the market leader in digital banking, we launched Hong Kong’s first-in-town mobile banking services and first multi-platform mobile application, Citi Mobile, which has since been rolled out across Asia. In just four years, we have over one million active users in the region. Zooming in on Hong Kong, we have seen significant year-on-year growth of 200% in mobile transactions from 2011 to 2012, demonstrating that our innovation in mobile banking is being widely used by our clients,” Maggie added.

Citibank® for iPad offers graphs and visual representations of clients’ banking accounts and transactions:

- Graphical overview of clients’ credits and debits per account makes finance management more interactive
- Detailed balances of banking and credit card accounts for up to 90 days allow clients to better control their daily cash inflow and outflow
- Overlay concept makes payment and transfer more friendly and easier to use
- Branch and ATM locator provides nearby search and direction navigation
- Precise product presentation enables clients to have information on our product benefits at their finger tips
- Simple form for easy product and service applications

The app is being released concurrently in Russia. Throughout 2013, Citibank plans to launch the app in other key markets in Asia Pacific, Latin America and Europe. The global rollout of *Citibank® for iPad* is the latest example of Citibank’s efforts to use its global footprint to bring the latest in digital banking to clients in cities throughout the world.

Photo caption:



Citibank® for iPad offers graphical overview of clients' credits and debits per account, making finance management more interactive.



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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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