

Citibank



Press Release  
For immediate release  
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### Citibank Opens New Admiralty Branch

*The new branch encompasses CitiFinancial service outlets to provide full range of banking products and services, dedicating to serving the emerging affluent segment*

(Hong Kong) Citibank today celebrated the grand opening of its new full-service branch located in United Centre, the traditional banking center in the Admiralty area. The new branch has over 4,000 sq feet of space, featuring teller counters and conference rooms with a bigger service area than the old premises. The branch also houses CitiFinancial service outlets to provide consumer lending services such as mortgages and personal loans to clients under the same roof.

Mr. Weber Lo, Chief Executive Officer and Country Business Manager, Citibank Global Consumer Group Hong Kong, said at the opening ceremony, "Citibank continues to invest in key markets such as Hong Kong. The moving of our Admiralty branch to this new location in United Center underscores our commitment in providing best-in-class banking experiences to our customers with a larger servicing area and a full range of banking products, ranging from personal finance to investment. This also reinforces our strategic focus on the emerging affluent segment for this year."

Mr. Lo continued, "Even though 2009 is a difficult year for the banking industry, we have strong confidence in the future development and potential of the Hong Kong financial market. As a result, we will continue to invest in building a strong franchise in the city by innovating our products, enhancing our service channel, and expanding our footprint in the future. The opening of the United Centre branch is only the beginning of our expansion plan in Hong Kong."

The address of the new branch is: Shop 2003-2006, 2/F, United Centre, 95 Queensway, Hong Kong. Citibank currently has 25 full-service branches and 21 CitiFinancial branches serving the general community of Hong Kong.

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#### About Citi

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 140 countries. Through Citicorp and Citi Holdings, 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, and wealth management. Additional information may be found at [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).