

Citibank



Press Release  
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## **Citibank Opens New Branch in Kowloon Tong**

*New transit branch and launch of enhanced remote channels underscore Citibank's dedication to superior financial services tailored to lifestyles of commuters*

Hong Kong – Citibank today announced the opening of its Kowloon Tong branch. Situated inside Kowloon Tong MTR stations - one of the busiest stations in the network - the new branch aims to provide convenient and quick banking services for customers on the go.

Mr. Weber Lo, Chief Executive Officer and Country Business Manager of Citibank Global Consumer Group Hong Kong, said at the opening ceremony, "Kowloon Tong has always been one of the busiest stations on the MTR network as it is the interchange for two major train lines. We believe this Kowloon Tong branch will bring tremendous convenience to customers and fulfill our commitment to excel in the transit segment as set out with the launch of our Octopus Citibank Visa Card last year."

As an interchange station for two major MTR lines and a gateway for people traveling to and from the mainland China, Kowloon Tong MTR station is visited by people from all walks of life, with different banking needs. This new Citibank branch will provide convenient and value-added banking solutions to commuters through the use of innovative and state-of-the-art technologies such as the interactive information browsers.

Customers can receive the following services at this new branch:

- Instant personal loan application, approval and drawdown
- Instant credit card application, approval and card issuance
- General insurance sales such as travel insurance, China medical card, home content and so on
- Transaction services via online banking platform or hotline
- ATM services
- Product and services enquiries

Mr. Lo continued, "The new branch supports Citibank's transit service philosophy where we focus on bringing value-added services to customers on the road. The use of proprietary and innovative technology in this new branch brings tremendous convenience to our customers in which they can fulfill their banking needs with ease and speed during their traveling time."

The new branch is equipped with two innovative information browsers that allow customers to browse for financial-related information, watch instant product and service demos, as well as

use interactive financial calculators for personal finance budgeting. The media wall on the outside of the branch provides promotional information on the latest Citibank products and services as well as market information such as news, weather forecast, FX rates, major indexes performance and so on.

In addition to the opening of the new branch, Citibank also announced the upgrade of its online security trading platform, the Enhanced Trading Platform (ETP) to version 1.5 and mobile banking to version 2.0. Building on the powerful capabilities of their predecessors, the new platforms offer added convenience and news trading features to help customers grasp every investment opportunity.

Key new features of ETP1.5 include:

- **Good-Till-Date** – set the order validity period for up to four trading days.
- **Stop Loss Order** – preset Stop Loss Price and Lowest Selling Price.

With the launch of the Mobile Banking 2.0 Platform, Citibank has become the only bank in Hong Kong to offer US stock trading on mobile handsets.

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#### About Citi

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