

Citibank



**Press Release**  
**For immediate release**  
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### **Citibank Launches HK's First Multi-Platform Mobile Application to Offer Comprehensive Customer Experiences**

(Hong Kong) Citibank defines a brand new mobile lifestyle with the launch of the first multi-platform mobile application "**Citi Mobile**" in Hong Kong. Thanks to the innovative mobile application, most smartphone users in Hong Kong can now access Citibank's banking services and products, as well as credit card offers, anytime and anywhere with just a few clicks on their phones.

Citi Hong Kong, Country Marketing Director, Maggie Yung said, "In this vibrant city, almost one in two people owns a smartphone. We understand that our customers need to enjoy our services in a more mobile way. Therefore, building on the success of bringing Hong Kong's first device- and network-independent across-the-board Mobile Financial Services in 2008, we continue to invest in enhancing customer experience by launching this multi-platform and comprehensive Mobile Application that enables our customers to enjoy our services and offers on the road in a more convenient way."

Citibank GCG, Director of Cards Business, Neil Gardner said, "Our user-friendly Mobile Application with GPS function allows Citibank Credit Cardholders to search for nearby exclusive offers which they can then enjoy at the most convenient time and place. With our strong commitment to creating unique customer experience, we will continue to enhance our service in order to let customers have access to timely and relevant offers for instant enjoyment."

Key features of the Mobile Application bringing convenience to smartphone users include:

- \* **Hot Picks:** View the best three to five Citibank Credit Card offers
- \* **Promotions:** Spot nearby privileges through GPS, or search the offers by category and location
- \* **Card Benefits:** Rewards Calculator lets users know how many rewards points or rebates they can earn by spending with selected Citibank Credit Card
- \* **Other Products:** Selected privileges of other banking products and services

"This brand new comprehensive Mobile Application once again proves our innovation capability in product and service development. Through our continuous innovation, more services will be available on this new channel in the coming quarter." Ms. Yung added.

The Mobile Application is compatible with most common mobile operating systems and available on four different platforms, namely iPhone, Android, Windows Mobile and Nokia. Starting this month, smartphone users, no matter whether they are Citibank customers or not, can download the application for free to enjoy life to the fullest.

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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, transaction services, and wealth management. Additional information may be found at [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).