



PRESS RELEASE
Citigroup Inc. (NYSE: C)
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CITIBANK VIETNAM EXTENDS RETAIL BANKING PRESENCE TO HANOI

Launch Sees Debut of Smart Banking and Citigold Wealth Management Offering

Hanoi – Citibank N.A. Vietnam expanded its retail bank operations in the country by opening a new branch and launching Citigold - its wealth management offering – in Hanoi. The new outlet, equipped with innovative Smart Banking technology, enables Citibank to serve individual customers in Hanoi.

The launch complements Citibank’s first retail branch in Ho Chi Minh City, opened last year, and represents a significant milestone as Citi Vietnam celebrates its 15th anniversary in the country.

With this new facility, Citibank is also introducing its wealth management offering – Citigold – to customers in Hanoi. The Citigold offering is characterized by a higher level of service and offers unique products and benefits. This prestigious service targets affluent customers and provides them with an unparalleled level of priority treatment.

At a ceremony to mark the opening, Shirish Apte, Chief Executive Officer of Citi Asia Pacific said: “We are pleased to be able to extend our world-class retail banking services to customers in Vietnam with the launch of this Smart Banking branch and the introduction of Citigold in Hanoi. Vietnam represents a promising market in what is an exceptionally important region for Citi, and we are committed to growing our franchise here.”

Citibank’s retail banking network in Asia Pacific serves over 32 million customer accounts. This new branch in Hanoi is among the first few Smart Banking branches in Asia and demonstrates Citibank’s commitment to bringing world-class products and services to Vietnam.

Brett Krause, Citi Country Officer for Vietnam, said: “This innovative new concept of banking leverages technology to redefine customers’ banking experience. The Hanoi branch really speaks to our commitment to create new and innovative products, and deliver world-class service to our customers.”

The branch comes equipped with media walls, interactive kiosks and work benches to enable customers to surf through information, learn about financial products and services, and conduct transactions. The branch will provide customers and the local community with up-to-date global and local news, including weather, business, sports and market updates.

Some of the other unique features include:

- Three “Citi Browsers”: Interactive touch screens that enable customers to easily obtain information about Citibank as well as Citibank’s latest product and service offerings. These negate the need for printed materials in Citibank’s environmentally friendly branch environment
- Four “Citi Work-Benches”: Allows customers to complete their daily banking needs at their own pace in a secured and convenient manner
- Two “Citi Assist” interactive video-conferencing private briefing rooms: Provides customers with the opportunity to obtain additional expert opinion and consultation from Citibank specialists throughout the region via video conferencing
- Citigold centre for High Net Worth customers with private briefing rooms and personalized relationship management services

“This launch is just the start of Citi’s expansion plans in Vietnam. Over the next few months, Citi will progressively add more best-in-class products and services, increase the number of touch points for our customers, and with regulatory approval, cement its commitment to Vietnam by locally incorporating a banking subsidiary,” Mr. Krause added.

Citi has been in Vietnam for 15 years and provides a full range of financial services, including corporate and investment banking. The Bank is a pioneer in the country and was the first to launch internet banking, an internet payment gateway and an online internet platform. It has been recognized for its efforts with Global Finance magazine bestowing Citi Vietnam with the Best Corporate/Institutional Internet Bank award in its 2010 World’s Best Internet Banks in Asia competition.

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Citi:

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. 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 or www.citi.com.

Citi in Vietnam:

Citi is the leading foreign bank in Vietnam with branches in Hanoi and Ho Chi Minh City and a nationwide partnership network that covers all of Vietnam’s 64 provinces. Citi offers a wide range of banking services in Vietnam including Retail Banking, Corporate Banking, Investment Banking and Global Transaction Services, including Trade and Treasury Services, and Securities and Fund Services.

Citi combines its global presence and resources along with a large local footprint to offer innovative solutions to meet the evolving needs of our clients both in Vietnam and those looking to invest in Vietnam. Citi has made a long-term commitment to Vietnam and has played a key role in assisting in the development of Vietnam’s financial markets.

Citi was the first US financial institution to receive a branch license and the first US bank to open a full branch in Hanoi in 1994.

Media Contact

Godwin Chellam
Hoang Thanh Ha

Tel:+852 9705 7155
Tel +84 4 39367886

Email: godwin.chellam@citi.com
Email: hathanh.hoang@citi.com