



For Immediate Release
Citigroup Inc. (NYSE: C)
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Citi Launches “Citi Live Chat” for Wealth Management Customers in Hong Kong
First to introduce text, audio and video banking for the affluent segment in the territory

(Hong Kong) Citi Hong Kong has launched Citi Live Chat, a platform that enables Citigold Private Client (CPC) and Citigold customers to connect with their relationship managers anywhere, on-the-go.

Using Citi Live Chat, customers can connect with their relationship managers remotely through text, audio or video. The platform is accessible after login to Citibank online banking and Citi Mobile App platforms.

In addition to facilitating remote conversations between customers and their relationship managers, the platform can be used to conduct portfolio reviews, supported by screen sharing to upload documents and share files.

Commenting on the launch of Citi Live Chat, Lawrence Lam, Consumer Business Manager of Citi Hong Kong said, “Customer behavior and expectations are changing rapidly. Our customers in Hong Kong are tech-savvy and have a preference for digital banking. From our latest multimillionaire survey, we found that the affluent segment is even more engaged in mobile banking than the general public. Citi is committed to offering financial solutions that align with our customers’ lifestyles and preferences and we continue to enhance our digital channels. The launch of Citi Live Chat will help us better serve our affluent clients, and enable them to connect with us beyond our physical branch network.”

67%* of CPC and Citigold customers in Hong Kong are active users on Citi’s online and mobile banking channels already.

Following the launch of Citi Live Chat in Hong Kong, the technology also be introduced in Singapore. In a global-first for the bank, Citi piloted audio and video banking for Wealth customers in India last year. Since its launch, over half of the customers who use the online platform have signed up for the new service and the channel is now contributing to 20% of Citi India’s Wealth Management monthly investment sales volume.

In Asia Pacific, Citi is a leading wealth manager with over US\$256 billion in assets under management and over 450,000 emerging affluent and affluent customers served through three distinct value propositions: Citi Priority, Citigold and Citigold Private Client. As at the end of June this year, over 1 million new Citi mobile banking users have been added across Asia Pacific.

** Includes Citigold and Citigold Private Client customers. Refers to 90-Day digitally-active user number as of August 2018.*

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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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