



**For immediate release**  
**Citigroup Inc. (NYSE: C)**  
**October 30, 2015**

**Record Registrations for Citi Asia Pacific Mobile Challenge**  
*Citi Convenes Developers from Around the Globe to Unveil Innovative Digital Banking Solutions at Citi Mobile Challenge Demo Days across Asia*

More than 70 teams have been chosen from 1900 registrations across 376 cities for the Asia Pacific Citi Mobile Challenge (CMC) with the teams set to present working prototypes at events in Bengaluru, Singapore, Sydney and Hong Kong in November. Participants will present solutions for mobile apps and interconnected devices, including wearables. These concepts will be evaluated by a group of Citi executives and technology influencers with the potential to bring winning solutions to market.

The registration number sets a new record for the CMC with demo days to be held November 3rd in Bengaluru, November 6th in Singapore, November 10th in Sydney and November 12th in Hong Kong.

Developers submitted solutions that range across every area of banking and FinTech including Mobile Payments, Investment Banking, Wealth management, B2B Services, Financial Inclusion and Financial Literacy, authentication and Savings and Personal Financial Management.

“The Citi Mobile Challenge is fostering the development of the next generation of FinTech solutions. From credit cards to ATMs, Citi has a history of embracing new technologies to transform how it serves clients. This region is home to a fast growing FinTech community and this strong support for the Asia leg of the challenge will help accelerate and uncover new and exciting opportunities for Citi to develop transformational approaches to banking,” said Francisco Aristeguieta, Citi’s Asia Pacific CEO.

The winners of the Citi Data Scientist Challenge, a competition for all data enthusiasts to showcase their analytical skills and abilities to solve complex business problems, will also be announced at the Bengaluru demo day.

Citi Mobile Challenge Asia Pacific is a next-generation accelerator that combines a virtual hackathon with an incubator and a worldwide network of FinTech experts and developers from Asia Pacific and around the world who will compete to build innovative solutions that are capable of running on Citi’s digital platform globally. Previous events have been held in North America, Latin America and Europe and the Middle East.

"Through Citi Mobile Challenge, we are reaching out to developers in a groundbreaking way with the ultimate goal of improving client experiences," said Heather Cox, CEO of Citi FinTech. "With overwhelming submissions from across Asia and around the world, we are building strong relationships with developers, connecting them with business leaders and accelerating their ideas."

Previous Citi Mobile Challenges in the last year received participation from more than 3,000 developers across 740 teams from 101 countries in North America, Latin America, Europe, the Middle East, Africa and Asia.

###

#### **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.

Additional information may be found at [www.citigroup.com](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)