



## Best Cash Management Bank

**Citigroup**

**C**itigroup has defended its position as the best cash management bank in Asia, keeping uncompromising competitors at bay for the moment. This year our judges were impressed by Citigroup's consistent growth in client acquisition, a steady transition to electronic banking channels, an ability to execute complex regional mandates and the development of new products that increase visibility and flexibility for corporate treasurers.

Citigroup won 1,845 new mandates from medium to large corporate clients in the first 10 months of the year worth just over \$50 million in revenue. The bank also picked up 971 incremental mandates from existing clients in this segment, worth over \$25 million in new revenue.

"We awarded our regional banking tender to Citigroup in 2005 mainly because of their keen understanding of our business and an ability to consistently deliver against the same in all markets," explains Annie Yong at TNT International Express, one of the bank's new corporate clients. Citigroup also continued to operate a strong financial institutions franchise, this year increasing its ownership of the non-bank-financial-institutions market.

On the product front, 2005 brought the long awaited roll-out of TreasuryVision, an information platform designed to give treasurers an accurate picture of the relationship between their cashflows and bottom lines. The challenge now for Citigroup is to become the number one provider in China where HSBC retains the upper hand. The bank is hoping that the hiring of 50 new cash management staff on the mainland this year will help it achieve this goal.