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Citibank launches Citigold Global Banking

Citibank, a member of Citi, today unveiled Citigold Global Banking, a global recognition relationship which comes with a suite of consistently convenient services and privileges that Citigold customers can enjoy when they visit Citigold centers around the world.



Based on market research and in response to client feedback, the Citigold Global Banking services have been developed with a view to recognizing valued clients across the globe and keeping pace with their mobile and dynamic lifestyle.

When relocating permanently to another country, Citigold customers will be able to carry out their business and personal transactions easily and cost-effectively while overseas, exactly like they would whilst in the UAE.

Simply discuss your travel plans and destination with your relationship manager, who will then execute a seamless transfer of your banking relationship to any of the 500 Citigold centers located across 34 countries in Asia, Europe, Africa and the Americas.

Sanjoy Sen, Citibank's Consumer Bank Head, Middle East, said:

'The world of Citibank customers is truly a global village. Many of our Citigold customers are constantly on the move, which is consistent with their dynamic and international lifestyle. The unique Citigold Global Banking relationship meets the specific lifestyle needs of the affluent Citigold segment, who expect a seamless state-of-the-art banking relationship across multiple jurisdictions and different geographies.'

Citigold is focused on providing its customers with personalized and comprehensive financial planning solutions to help them achieve their financial goals. The offering is for individuals with a minimum portfolio value of \$100,000, Citigold customers are provided with wealth management products to preserve and potentially grow their wealth.

'Market research revealed that target customers do business overseas or tend to relocate frequently,' added Mohammad Al-Tajer, Citibank's Marketing Head for the Middle East & Africa. 'Citigold Global Banking is a demonstration of Citibank's evolving value proposition based on

customization and market feedback, and another way of putting our global network to the full benefit of our customers wherever they may choose to be.'

Citi has been in the Middle East for nearly 50 years and currently offers consumer-banking services in the UAE, Bahrain and Egypt. In the UAE alone, Citibank, the consumer banking arm of Citi, has had a presence for the past 45 years and is expanding its major operations within the country. The bank is currently a major player in the UAE's credit card market and a leading provider of banking, Wealth Management and Consumer credit services.

Notes and Media Contacts

About Citigold Global Banking services:

Citigold Global Banking offers:

- * **Transferable Credit History:** Citigold will transfer the credit history you've established in the UAE to a Citibank branch near you in your new country.
- * **Pre-Arrival Account Opening:** New accounts will be opened, activated, and ready for transactions immediately upon arrival to the new country, subject to local rules and regulations.
- * **Wide Choice of Credit Cards:** As a Citigold client, we can help you select the Citi Card that's right for you in the new country. Citi Cards is the world's largest credit card issuer with more than 170 million cards in issue in 50 countries, and a global leader in partnership credit cards with leading airlines, retail, telecoms, and oil&gas companies as key partners around the world.
- * **International Emergency Service while abroad 'ISOS:** Through ISOS, Citigold customers will have access to medical advice and medical support whenever and wherever they are traveling around the world. The ISOS is available in more than 70 countries and includes 27 Alarm Centers, 26 clinics and air ambulance support in some markets.
- * **Worldwide Citigold Status Recognition:** the ultimate in banking, exclusive privileges, and all the other benefits of Citigold status.
- * **Dedicated Relationship Managers**

About Citi:

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 140 countries. Through its two operating units, 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, and wealth management.

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