



For Immediate Release
Citigroup Inc. (NYSE: C)
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One million clients using Citi's Voice Biometrics Authentication in Asia Pacific

First bank to roll out voice biometrics authentication across the region hits 1,000,000 users within first year

For over one million of Citi's retail bank clients in Asia Pacific, including 170,000 clients in Australia, remembering multiple PINs and answering questions to verify their identities is now a thing of the past.

After launching voice biometrics in May 2016, Citi has reached the million milestone mark – two months ahead of schedule.

Voice biometrics authentication has been implemented in Australia, Taiwan, Singapore, Hong Kong, Philippines, Malaysia, Vietnam, Thailand and India. Citi was the first financial services firm to deploy voice biometrics authentication in Australia and across Asia Pacific.

Tanya Smith, Head of Customer Experience for Citi Australia says clients who call the contact centre have their identity automatically verified within 15 seconds or less as they explain their reason for calling.

"Typically a client can spend on average 45 seconds verifying their identity. With the introduction of voice biometrics, a client can now be identified in 15 seconds, that's 66% less time spent verifying their details. Voice biometrics authentication capability underscores Citi's focus on technology to better serve our clients," said Smith.

The voice biometrics authentication capability identifies customers through their voice print, which is similar to a fingerprint and unique to each person. Citi clients can opt to enrol by recording their voices, which the bank will use to generate and store their voice prints for matching subsequent calls to Citi. Each voice print is uniquely tagged and cannot be reverse engineered once stored.

"At Citi we are using innovation to help deliver a remarkable client experience. The rapid adoption of mobile and other digital channels has transformed how people bank and we are delighted that voice biometrics has proved such a hit with our clients," said Anand Selva, Head of Asia Pacific Consumer Banking for Citi.

Today Citi Australia acquires more than 90% of its cards, personal loan and transaction accounts via its digital channels, the highest proportion of digital channel sourced customers of any Citi operation globally and higher than any domestic bank in Australia.

Reflecting this trend, in 2016 Citi Australia reduced its number of branches from 13 to six nationally and removed cash transaction capability from its branch network following a marked decline in cash transaction requests. (Fewer than 4% of Citi's clients had made cash transactions in the prior 12 months).

In the last 12 months Citi has announced strategic partnerships in leading digital ecosystems across the Asia Pacific region. These included Alipay and WeChat in China and Line in Thailand and Taiwan. The bank also formed digital credit card partnerships with the likes of Amazon, Airbnb, Grab, Uber, Lazada and Air Asia in various countries across Asia. The bank's social media followers in Asia grew from 3m to over 10m during 2016.

During 2016 Citi launched the newly-refreshed Citi Mobile App across the region featuring easy-to-use functionality and interface such as Snapshot and Touch ID which has seen over 2 million downloads to-date.

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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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