

November 25, 2003

Citibank Launches Its First Credit Card In Russia

Offers attractive savings on shopping and flexible installment plans

On November 25, 2003 ZAO Citibank, a subsidiary of Citigroup the largest provider of credit cards in the world with more than 100 million cards in more than 40 countries, launched Citibank's first Russian credit card. The card incorporates unparalleled security, convenience and attractive financing options.

Citibank's credit cards are valid around the world and can be used to purchase goods and services at over 30 million MasterCard accepting locations and to withdraw cash from over 820,000 ATMs. Customers can now dine, shop and travel around the world with credit lines up to 320,000 RUB in two variants of the credit card - Citibank MasterCard and Citibank MasterCard Gold.

Unlike a debit card, customers do not need to have a bank account at Citibank and deposit any funds to it. Residents of Moscow and the Moscow region, aged 22 and above, with a monthly income of at least 16,000 RUB can apply. No third party guarantee is required. Applicants need to complete a form, provide a photograph, copy of their passport and income statement.

Citibank credit card holders will be able to take advantage of attractive discounts negotiated with a range of retailers such as Partiya/Domino, Starik Hottabych, Consul, Dixis, Betalink, Mobilnye Sovety, Bonapart, Bely Veter, Adidas/Solomon, SWISS, WorldClass, Kuda.ru, ROSNO, Volen, Hertz and Infinity Travel Company.

Jean-Paul Votron, CEO of Citibank's Europe, Middle East, Africa Region Consumer Bank, in Moscow to help launch the card, said, *"As the world's largest credit card issuer, Citibank is pleased to bring to the Russian market place the experience it has gathered from around the world to offer consumers here a world class card. Credit cards represent an important part of our retail offering so today's launch represents a significant step in the evolution of our consumer proposition in Russia."*

Multiple financing options at competitive rates

In addition to discounts available at the point of sale at selected stores in Moscow, Citibank credit card holders can also choose to repay their purchases in equal monthly installments at an interest rate of **only 1% per month** in accordance with ["Pay In Installments" program](#). The standard interest rate is 2% per month and the monthly repayment is 10% of the total outstanding balance. Customer security

Recognising the importance of security, Citibank has incorporated a series of safeguards to protect the customer.

- All credit cards carry the customer's photograph and signature embedded on the front of the card.
- Customers can receive email or SMS notifications every time their card is used.
- Citibank has a proprietary tracking mechanism to identify if any card is being used out of pattern and will proactively inform the customer if it identifies any unusual activity.
- In the event the credit card is reported as lost, it is blocked for use instantly and a replacement card is re-issued within 48 hours.

Affordable insurance is also available, so that in case of death or disability of the card holder, the outstandings on the card will be paid by the company in full.

24-hour customer service

Citibank offers the same high standards of service to credit card holders in Russia as it does around the world. Customers can call CitiPhone or visit www.citibank.ru 24 hours a day to enquire about their card purchases, make bill

payments or repay their bills. They can also withdraw cash or deposit payments at Citibank's 50 full-function ATMs in Moscow once they establish a personal identification number (PIN).

William Keliehor, Citibank's Credit Card Head in Russia, said, *"It is our endeavor to make shopping and traveling safe and affordable to as many people as possible through our credit cards. Our objective is to ensure that our customers receive the best price at stores and have the maximum flexibility to pay for their purchases in installments at reasonable interest rates."*