

June 7, 2011
Rostov-on-Don

Citibank Anniversary in South Federal District

Citibank celebrates 5 years in Rostov-on-Don

On June 6, 2011 Citibank celebrates five-year anniversary of operations in Rostov-on-Don. Over the period, the Donskoy branch of Citibank has successfully met business targets and demonstrated dynamic growth of financial indicators across all business segments, becoming one of the key participants in the local financial services market. Today every twentieth working citizen of the region is the Citibank's client. By yearend 2010, the loan portfolio of Donskoy branch reached 470 million rubles and the number of issued credit cards exceeded 12,000. The largest companies in the region selected Citibank for payroll services.

"We celebrate our first significant anniversary in the South Federal District with good financial indicators. We are very pleased to see Citibank as a reliable partner for the Rostov clients. Our key future objective is to continue providing professional, accessible, and high-quality services to our clients, said Zdenek Turek, President of ZAO Citibank, Head of Citi Russian and CIS. I extend my sincere gratitude to all of our clients for their trust, as well as to our branch employees for their devoted work and high professionalism."

Today the Donskoy branch offers a full range of banking services to individual clients, including credit and debit cards, CitiOne and Citigold banking service packages, consumer loans, deposits, investment products, and payroll projects for the companies. All Citibank clients have 24/7 banking services access from anywhere in the world via CitiPhone advanced telephone support line, as well as Citibank Online internet banking. In addition, the bank supports a network of ATMs that process standard cash withdrawal and deposit transactions, and enable the clients to make utility, fixed and mobile phone service 24/7 online payments.

Citibank credit cardholders also benefit from the growing partnership program. The program includes over 200 companies and more than 400 selling points where the Citi clients take advantage of special offers and discounts up to 30%. The program's participants include educational and medical institutions, large companies such as Tikhiv Don supermarket chain, Nechaev Group restaurant chain, Osaka, United Colors of Benetton, Tommy Hilfiger, and Henderson fashion stores, Planet Bowling entertainment center, Zebra supermarkets, and many others.

Above innovative banking technologies and international experience that Citibank brings to the local market, Citi actively participates in the region's social and cultural life. Supported by Citibank, Rostov State University of Economics has developed and implemented financial literacy courses for university and high school students. Over 1,100 university and over 600 high school students took the course in 2010. All five years the branch has been participating in Citibank international initiative – Volunteer Day. The branch employees along with their colleagues around the world help organizations such as orphanages and baby houses. Last year, the employees planted trees in Pleven Park as a green campaign project.

"Short-term development plans of Donskoy branch include new services and financial products launches, Citigold client services development, new partner-companies enlisting offering special terms to Citibank cardholders, as well as further growth of educational, charity, and social programs in the region," noted Igor Trepov, Donskoy Branch Manager, ZAO Citibank in Rostov-on-Don.

ZAO Citibank, a full subsidiary of Citi, has been operating in Russia since 1993. At present ZAO Citibank is among the country's largest banks offering a full range of products and services to corporate and consumer customers. Citibank has over 3,000 employees; its distribution network includes retail branches, 400 ATMs and representative offices in largest cities in Russia, Citi also operates in Ukraine and Kazakhstan. The number of the bank's consumer clients has exceeded 1,000,000 Russians. www.citibank.ru

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Through 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, transaction services, and wealth management. Additional information may be found at www.citigroup.com.

