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Moscow

Citi Launches New Service CitiDirect BE Mobile in Russia and CIS

A new mobile banking service provides clients with the opportunity to carry out a number of operations on their corporate accounts as well as to view and authorize payment orders from any mobile device.

ZAO Citibank launches a new service for institutional clients – CitiDirectSM BE Mobile, which allows clients to receive alerts, authorize and release payment orders, check account balances and transaction status using their mobile phones or tablet computers. This new global service now available in Russia and CIS provides real time access to bank accounts, regardless of location, while maintaining a high level of information security. This service is now available in eleven languages, including Russian.

Developed by the Citi Innovation Lab Dublin in conjunction with the CitiDirect[®] Online Banking technology team, this service allows clients to access core transaction functionality available with CitiDirect[®], Citi's institutional online banking platform. Since commercializing the browser-based mobile application in August 2011, Citi has made the solution available in 82 countries and has processed over \$1 billion in total transaction value for 300,000 users representing over 50,000 clients. CitiDirectSM BE Mobile will continue to be rolled-out globally throughout the remainder of the year.

"As a leading global financial services company, Citi is committed to providing its clients with cutting-edge financial services and high-tech solutions to support their business across the globe. We are glad to offer this new service to our clients in Russia and CIS countries, thereby allowing them to embrace mobile solutions and achieve efficiency gains," said Natalia Belaya, Vice President, Head of Cash Management for Citi Russia, Central and Eastern Europe.

CitiDirectSM BE Mobile recently received the prestigious 2012 Monarch Innovation Award for the "Overall Most Innovative" financial service offered.

ZAO Citibank was one of the first banks with foreign capital that entered Russian market in 1993. Citibank has since grown to become one of the largest banks in the country. Citibank offers its corporate and individual clients a broad range of [products](#) and [services](#). At present, the Bank has over 3,000 employees; its distribution network includes over 550 [ATMs](#), [retail branches](#) across major cities in Russia, Kazakhstan, and Ukraine. The number of the bank's consumer clients has exceeded 1,000,000 Russians. For more information on Citibank in Russia, visit 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. 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.

Citi Transaction Services, a division of Citi's Institutional Clients Group, offers integrated cash management, trade, and securities and fund services to multinational corporations, financial institutions and public sector organizations around the world. With a network that spans more than 95 countries, Transaction Services supports over 65,000 clients. As of the first quarter of 2012, it held on average \$377 billion in liability balances and \$13 trillion in assets under custody.