

# Positioning Citi to Win

## And lead the industry in this digital era



### STARTING FROM A POSITION OF STRENGTH

Our **distinct global network** of people, data and relationships creates a mindset that allows Citi to spot opportunities, manage risks and connect dots for our clients in ways that others simply cannot

We are a bank with brains and a soul - our **empathy** gives us the ability to understand our clients and tailor the support we provide through the lens of their needs

We embrace a **digital first** approach and will lead the dislocation taking place in our industry and the world more broadly

We are committed to **simplifying** our bank and focusing our resources where we can win

**Excellence** is our operating standard

### EMBRACING THE TRENDS SHAPING OUR INDUSTRY



Dislocation in the  
Architecture of  
Finance



Digitization and  
the Role of Data



Environmental,  
Social and  
Governance Factors



Changing  
Dynamics of  
Human Capital



The Push and  
Pull of Globalism  
and Nationalism

### PRIORITIES



**Covid  
Recovery**

Supporting our  
customers, clients,  
colleagues and  
communities



**Strategy  
Refresh**

Increasing connectivity and focusing  
resources on the businesses that  
can drive stronger growth, deliver  
scale and improve returns



**Transformation**

Achieving a state of excellence in our client  
service, operations and risk and controls

- Leveraging data as a strategic asset
- Championing a culture of excellence in all parts of our business

For more information please visit [Citigroup.com](https://www.Citigroup.com)   