

# The World's Most Global Bank



Unparalleled Global Network

Industry Leading Franchises

Robust Capital & Liquidity



Well-diversified revenues across businesses and across regions



Iconic brand with 200+ years of experience



Supporting clients in more than 160 countries and jurisdictions



Digital and mobile at the core of a simpler, better client experience



Scaling efficiencies through common process, common platform, and common data



Unique presence in faster-growing emerging markets



## Institutional Clients Group



**Largest** proprietary global network with physical presence in **98 countries**



Facilitates **~\$4 trillion** of transaction flows daily



Serves approximately **90%** of global **Fortune 500** companies



**Trusted advisor** and banker to institutional clients, ultra-high-net-worth investors and their families



Local trading desks in **77 markets**, clearing/custody network in **63 markets**



**World's Best Bank** for Corporates **World's Best Bank** for Transaction Services<sup>1</sup>

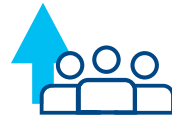


**Best Corporate/Institutional Digital Bank** and **Most Innovative Digital Bank**<sup>2</sup>



**\$6 trillion** of transactions processed on mobile channels, CitiDirect BE® Mobile and Tablet

## Executing Our Strategy



Extend leadership positions in areas where Citi has differentiated capabilities



Deepen and transform target client relationships



Seed innovation across markets and businesses



Optimize capital deployment to deliver improved returns



## Global Consumer Banking



Serving over **100 million** customers



**World's largest** credit card issuer<sup>3</sup>



A lean, urban retail bank footprint across **19 markets** in the U.S., Mexico and Asia



**World's Best** Consumer Mobile Bank<sup>4</sup>



Preeminent banking franchise in **Mexico**



**Growing** Commercial Bank that serves mid-sized clients with cross-border needs



**Premier partner relationships**, including American Airlines, Best Buy, Costco, L.L.Bean and The Home Depot



Source of stable, **low-cost** funding

For more information on Citi, please visit [citi.com](http://citi.com)



Note: Information as of July 2019  
<sup>1</sup> Source: Euromoney Awards for Excellence 2019.  
<sup>2</sup> Source: Global Finance.  
<sup>3</sup> Based on loans outstanding as of 3Q18.  
<sup>4</sup> Source: Global Finance.