Hello, Singapore
Citi’s mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress. We have 200 years of experience helping our clients meet the world’s toughest challenges and embrace its greatest opportunities.

As a global financial hub and regional trading centre in Asia, Singapore will continue to be a focus of our work moving forward.
Today, more than half of the world’s population resides in cities. By 2050, it will be 70%.

By that time, the top cities will not only house most of the world’s people, but will also generate the majority of its economic growth and wealth. Driven by the three major secular trends of globalization, urbanization and digitization, city residents and businesses will gain greater access to opportunities than ever before. As the world becomes more connected, cities need a partner with both a global scale and an understanding of local nuances.

In a word, Citi is global. Our more than 200,000 employees operate in a network of 1,000 cities and 160 countries worldwide.

We are proud to partner with our clients and the communities in which we serve and are dedicated to driving progress on both a local and global scale.
Our partnership with Singapore spans more than 100 years

**1902**
Became the first American Bank to set up a branch in Singapore on July 1st, 1902.

**1960s**
Branched out into six areas of financial expertise to cater to growing needs.

**1982**
Introduced Citigold, taking service to a new level for our priority customers.

**1996**
With seven million cardholders in Asia, more than twice the number in Europe, processing of card transactions in 12 markets was centralised in Singapore.

**1999**
Was among the first foreign banks to be awarded Qualifying Full Bank (QFB) privileges by the Monetary Authority of Singapore (MAS), enabling us to increase our branch and ATM networks.

**2004**
The Singapore-US Free Trade Agreement came into effect, allowing US Banks with Qualifying Full Bank (QFB) status to have any number of customer service locations.

**2005**
Citi’s Consumer Banking business was transferred to Citibank Singapore Limited, a locally incorporated and wholly owned subsidiary of Citigroup. This reaffirmed Citi’s long-term commitment to Singapore and its customers.

**2006**
Launched Global Community Day, an annual volunteer event spanning more than 90 countries. In Singapore, more than 22,000 Citi colleagues, alumni, clients, family and friends, have contributed more than 100,000 hours of service since 2012.

**2007**
Through our partnership with SMRT Corporation Ltd., we expanded our outreach into the heartlands and offered more banking options to Singaporeans.

**2008**
Awarded the highest national accolade for Citi-YMCA Youth for Causes when it won the National Youth Award from the President of Singapore.

**2009**
Citi Foundation partnered with Learning Society to launch the first Stock Market Challenge, a 2-day stock simulation program designed specifically for secondary students, aged 14 to 16 years old. Students were taught the basics of equities and stock trading.

**2010**
First bank to launch personalised security preferences for ATM and credit card payments, allowing our customers the flexibility to customise their card security preferences on demand by “switching on” or “switching off” their credit cards at any time for maximum card security.

**2011**
Established two innovation labs in Singapore. One — Citi’s first in Asia Pacific — is comprised of a Client Experience Center and a Client Collaboration Center and is dedicated to Citi’s Treasury and Trade Solutions’ clients in Asia. The second was established as a Regional Consumer Innovation Lab to test a range of Smart Banking solutions.

**2012**
First bank to launch a Transaction Banking Course for undergraduates in partnership with the National University of Singapore (NUS) Business School. This 13-week examinable course is taught by faculty members of NUS Business School and bankers from Citi Transaction Services (CTS).

**2013**
Jointly launched a Transaction Banking Course for undergraduates in partnership with the National University of Singapore (NUS) Business School. This 13-week examinable course is taught by faculty members of NUS Business School and bankers from Citi Transaction Services (CTS).

**2015**
To celebrate Singapore’s 50th birthday, Citi held a Financial Literacy Fiesta in partnership with Singapore Management University (SMU). The fiesta kicked off with a symposium, “Securing the Future: Building a Financially Literate Society” where Senior Minister of State, Ministry of Foreign Affairs & Ministry of Transport Josephine Teo spoke on the increasing importance of financial literacy in Singapore.
2011

Citi Singapore was awarded the prestigious Corporate Social Responsibility (CSR) Award – Best Community Developer – by the Singapore Compact. This accolade for responsible business practices and best-in-class stakeholder engagement to achieve long-term business sustainability was presented to Citi in only the second year of the award’s history, a testament to our sustained CSR efforts in financial literacy and youth development since 2002.

Our reach

9,200+
Citi employees

1,500+
Consumer touchpoints

4,500+
No. of volunteers (including staff and family members) each year since 2010
Our commitment to Singapore’s communities

SGD$ 13.8 million
Citi Foundation grants to financial literacy and youth development programmes

425,000
Total no. of students who benefited from Citi Foundation’s financial literacy programmes

80%
% of Singapore schools reached by Citi Foundation’s financial literacy programmes

SGD$ 3.8 million
Donations made to The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund*

Our commitment to financial empowerment

Singapore consists of an aging population with 1 in 5 expected to be aged 65 and older by 2030. Low income, mature women aged 40 to 60 years old whose monthly household income ranges between $1,500 and $3,500 are a particularly vulnerable segment as they are less likely to be highly educated or formally employed. With little or no savings in the Central Provident Fund (CPF) and a higher life expectancy than men, they may have little savings to help care for themselves in their older years.

To help this aging population, the Citi Foundation partnered with the Tsao Foundation in 2008 and launched the Citi-Tsao Foundation Financial Education Programme for Mature Women, a first of its kind in Southeast Asia. The programme has reached over 6,000 women in Singapore, impacting many lives as programme graduates return to the workforce or enroll in skills training courses. More importantly, the graduates have started to prepare for their retirement.

In 2012, People’s Association Women’s Integration Network (PA WIN) adopted the programme with a plan to offer it at every community centre in Singapore. This exciting partnership will increase the choices of venues, language medium, as well as class timings, making the programme more accessible to benefit more mature women in Singapore. Due to the success of this programme, it has also been replicated in Indonesia and Malaysia.

* Data from 2002 to 2015
Propelling the growth of e-commerce

In 2013, Citibank Singapore partnered with RedMart to help facilitate the company’s fast growing e-commerce business through their online payment platform.

By leveraging Citibank’s accessible and leading-edge online payment support, RedMart was able to make inroads into the $16 billion a year online groceries business. In 2015, RedMart expanded its e-commerce offering by launching RedMart MarketPlace. Through RedMart MarketPlace, independent sellers can utilise the company’s extensive delivery network to list and sell their products while consumers are able to enjoy an expanded range of product offerings at low, everyday prices while shopping around-the-clock, at their convenience.

The success of RedMart’s platform, along with their business improvement programme, has helped the company forge a close partnership with SPRING Singapore, an agency under the Ministry of Trade and Industry. Small and medium enterprises are given the opportunity to become a seller, and they are also provided with relevant training and mentorship in all aspects of e-commerce such as inventory management, pricing and marketing.

Citibank and RedMart’s successful collaboration has contributed to the growth of the company and helped enhance e-commerce in Singapore, particularly in the area of the online groceries business.
For individuals, progress may mean:
• A mortgage that allows a family to lay down roots
• Personalized advice that makes planning for a first child easier

For institutions, progress may mean:
• Local insight to break into new markets in differentiating ways
• Deep expertise around the world to help manage complexity and emerging challenges

For communities, progress may mean:
• Collaboration with local leaders and community organizations to enable progress on local policy priorities
• A global foundation that supports economic progress for individuals and communities

No matter their unique needs and goals, we are committed to serving our clients – innovative people and institutions in Singapore and throughout the world – on their path from ambition to achievement, while improving the communities in which we all live and operate.
Citi’s Global Consumer Bank serves 100 million clients in 19 countries, with a strategic focus on cities and segments in which the bank’s unique global network, brand and capabilities provide a competitive advantage. We serve clients through industry-leading products and services, next-generation retail formats and world-class digital channels to deliver a simple, secure and seamless experience.

Citi’s Institutional Clients Group builds enduring relationships with clients by providing a full suite of strategic advisory and financing products to multinational and local corporations, financial and public sector institutions, governments, privately held businesses, law firms and many of the world’s most successful and influential individuals and families in more than 160 countries and jurisdictions.

Our work stretches across the world to reach individuals, institutions and communities and empower them with solutions that only Citi’s global set of capabilities can provide.
We look forward to continuing our partnership with the people and institutions of Singapore to enable progress and to create ever-greater opportunities within the city and the region.

For more information, please visit www.citigroup.com/citi/citiforcities