Hello, Tokyo
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 more than 200 years of experience helping our clients meet the world’s toughest challenges and embrace its greatest opportunities.

Tokyo is the thriving capital of the world’s third largest economy and Citi will continue to support progress in this vibrant city.
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.

Our world is changing

Citi is uniquely positioned to help enable progress for our global clients

In a word, Citi is global. Our more than 200,000 employees operate in a network of 1,000 cities and 160 countries and jurisdictions 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 Tokyo spans more than 115 years.

1902  The International Banking Corporation opened a branch in Yokohama primarily to finance U.S.—Japanese trade.

1918  National City Company, National City Bank of New York’s investment banking affiliate, sent a representative to Japan to open an office there.

1923  The International Banking Corporation, now fully acquired by the National City Bank of New York, opened its first branch in Tokyo. The Great Kanto Earthquake destroyed the Yokohama branch. Employees of the bank worked out of tents in the rubble and then out of a small shack to carry on business in the aftermath.

1929  The National City Company participated in issuing 11 loans to Japanese borrowers totaling $350 million, more than to any other country except Canada and Germany.

1946  After World War II, the Tokyo branch reopened at the request of American authorities for limited operations in connection with financial requirements of the occupying forces.

1957  First National City Bank of New York opened a banking facility in Nagoya.

1960  First National City Bank’s Head Office advanced dollars to Japanese branches where they were exchanged and used to fund a large number of yen loans to U.S. and Japanese firms.

1972  Smith Barney opened a representative office in Tokyo.

1973  Citicorp’s shares began to trade on the Tokyo Stock Exchange, the first foreign shares ever to be listed on the TSE.

1974  First National City Corporation was renamed Citicorp.

1979  Citicorp merged with Travelers Group to form Citigroup, a global financial services firm with a presence in Japan.

1980  Smith Barney opened a branch and Salomon Brothers opened a representative office in Tokyo.

1987  Citicorp Card Services, Inc., a wholly owned subsidiary of Citicorp, inaugurated its credit card business in Japan with the launch of the Gold Citicard.

1992  Citibank opened its first flagship building in Japan, the 22-story Citicorp Center at Tokyo Bay.

1999  Citi launched an Operations center in Naha, Okinawa and continues to serve as an employer in the island prefecture.

2002  Citi celebrated its 100-year anniversary in Japan.

2006  Citi launched Global Community Day, an annual volunteer event spanning more than 90 countries. In Tokyo, more than 8,000 Citi colleagues, alumni, clients, family and friends have provided more than 24,000 hours of service since 2012.

2011  Citi and the Citi Foundation provided a combined $2.7 million in disaster relief following the 2011 Tohoku earthquake and tsunami. Citi also waived fees on wire transfers from the U.S. to Japan. Citi offered the first finance course at the University of the Ryukyus in Okinawa. All classes of the Citi-sponsored course were taught by Citi’s senior employees in Japan.

2015  Citi completed the sale of its retail businesses in Japan.

2016  Citi opened a new Japan Desk in South Africa, expanding the world’s largest network of Japanese-speaking bankers outside of Japan to 14 cities in 12 countries.

2017  Citi celebrated its 115th anniversary in Japan.

2015  Citi’s Tokyo headquarters was relocated to a new building in the Otemachi district of Tokyo.

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Proud member of the Tokyo community

Our reach

1,400+ Citi Japan employees

37 countries from where Citi employees in Tokyo collaborate to be the best for our clients

22,900+ Citi alumni in Japan

50 Citi clients in the Fortune Global 500 located in Japan

Data based on 2018 numbers
Accolades

• Top investment bank for underwriting foreign currency-denominated bonds by Japanese issuers for fiscal year 2017
• Awarded Deal of the Year by J-Money for the Best M&A (Out-In) on KKR’s acquisition of Hitachi Kokusai
• Top foreign broker dealer in Institutional Investor magazine’s 2018 All-Japan Research Team in terms of the number of individual analysts ranked
• Largest transaction service provider of all foreign banks in Japan

Excellence in client satisfaction

Citi’s role and presence in Japan has changed significantly over the years, from a provider of trade finance in Yokohama in the early 1900s to becoming one of the leading corporate and investment banks in Tokyo. We are committed to being the best for our clients by putting the client at the center of everything we do.

In April 2018, Citi was announced as the top foreign research house in Japan in Institutional Investor magazine’s 2018 all-Japan research survey. The survey was based on responses from more than 1,200 investors, representing nearly 500 firms, which together manage approximately $1.1 trillion in Japanese equities and $9 billion in Japanese fixed income. Clients recognized Citi’s differentiated research approach and our superior client service in Japan.

Citi also earned a high score in Institutional Investor’s 2018 all-Japan sales survey, based on responses from nearly 700 investors on various sales attributes including understanding client needs, quality of idea generation, and quality of relationship. Citi was one of the top three foreign banks among all surveyed clients, yet another testimonial to Citi’s excellence in client service and relationships in Japan.

Citi’s suite of products and services, as well as our relationships, knowledge of the local market and extensive regional and global network, are unique differentiators that enable us to serve our clients with distinction. We’re making a positive economic impact while helping our clients embrace their greatest opportunities.

Our commitment to the local community

From 2015 to 2017, both the employee participation rate for local volunteer programs and the fund for citizenship initiatives increased by 200%.
Citi is committed to driving positive economic and social impacts by continually looking for ways to more effectively achieve our mission of enabling growth and progress. In Tokyo, this approach is fundamental to the long-term success of the communities where we operate.

To promote financial literacy among high school students in Japan, the Citi Foundation supports the Association for the Promotion of Financial Literacy, a non-profit organization that organizes the Economics Koshien quiz tournament. Started ten years ago with 30 students, the tournament now attracts more than 2,500 students from all over the country as they compete on their knowledge of finance and economics, making it one of the largest and most prestigious youth financial literacy programs in Japan. The pair who wins the final tournament in Tokyo is awarded a trip to New York, where they have an opportunity to visit various notable financial and economic institutions including Citi’s offices and the New York Stock Exchange.

Citi is also a longtime supporter of Special Olympics Nippon Tokyo, a non-profit organization that serves athletes with intellectual disabilities. Special Olympics transforms lives through the joy of sport, and many of Citi’s employees in Japan volunteer to support these athletes’ social engagement through various joint sporting events with them.
How our clients and community stakeholders define progress

For individuals, 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
- Connecting institutions and businesses across the world

For communities, progress may mean:
- Collaboration with local leaders and community organizations to enable progress through funding and volunteerism
- 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 Tokyo and throughout the world – on their path from ambition to achievement, while improving the communities in which we all live and operate.
Our work stretches across the world to reach individuals, institutions and communities and provide them with solutions powered by Citi’s global set of capabilities.

**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.
We look forward to continuing our partnership with the people and institutions of Japan to enable progress and to create greater opportunities in the country.

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