Agenda

- Our Business & Results
- Investing in our Strategy
- Our New Global Model
Consumer Banking in Citicorp

Global Franchise

- 40 countries
- ~4,600 branches
- 60+ million customers
- #1 credit card issuer globally
- $300+ billion in deposits
- $235+ billion in loans
- $120+ billion in AUMs

Transfer of Retail Partner Cards in 1Q’12 expected to add roughly 40+MM customers and $40B of loans

Note:
(1) Includes ~400 branches from the Banco de Chile joint venture.
(2) As of 3Q’11.
(3) Last twelve months to 3Q’11.
Consumer Banking in Citicorp

North America
~1,000 branches

Latin America
~2,600 branches(1)

EMEA
~300 branches

Asia
~700 branches

Note:
(1) Includes ~400 branches from the Banco de Chile joint venture.
(2) As of 3Q’11.
(3) Last twelve months to 3Q’11.
Consumer Banking in Citicorp

- Developed Markets: ~1,100 branches
- Emerging Markets: ~3,500 branches

Note:
(1) Includes ~400 branches from the Banco de Chile joint venture.
(2) As of 3Q’11.
(3) Last twelve months to 3Q’11.
Growing Our Business as Credit Normalizes

Credit trends normalize...

<table>
<thead>
<tr>
<th>Net Credit Loss Ratio (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>North America</strong></td>
</tr>
<tr>
<td>4.2%</td>
</tr>
</tbody>
</table>

...while business drivers grow

**Average Loans**
1Q08 = 100

- **North America**
- **International** (1)

**Demand Deposits**
1Q08 = 100

Note: Periods prior to 1Q'10 are on a managed basis and results do not reflect the transfer of approximately $2.6 billion of commercial market loans from Regional Consumer Banking to Institutional Clients Group in the third quarter of 2011.

(1) International loan and deposit data on a constant dollar basis, excluding the impact of foreign exchange translation for the periods presented.
Results Improving Globally

LTM Pre-Tax Earnings, Excluding LLR Build/Release ($B) \(^{(1,2)}\)

<table>
<thead>
<tr>
<th></th>
<th>Total Consumer Banking</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2008</strong></td>
<td></td>
</tr>
<tr>
<td><strong>2009</strong></td>
<td></td>
</tr>
<tr>
<td><strong>2010</strong></td>
<td></td>
</tr>
<tr>
<td><strong>2011 YTD</strong></td>
<td></td>
</tr>
</tbody>
</table>

Continuing to improve profitability

...both internationally and in NA

Note: Periods prior to 1Q'10 are on a managed basis and results do not reflect the transfer of approximately $2.6 billion of commercial market loans from Regional Consumer Banking to Institutional Clients Group in the third quarter of 2011.

(1) Last twelve months to each period.

(2) Excludes goodwill impairment charge of $2.3B for NA and $4.3B for international in 4Q'08.
Our Consumer Banking Strategy

1. A customer centric franchise
   • Improving customer experience
   • Deepening customer relationships

2. Focused on markets and segments where we have a competitive advantage
   • A segment-led strategy in the world’s top cities
   • A broader play in Cards and deep footprint geographies (1)
   • Global capabilities for Business and Commercial clients

3. Investing for organic growth
   • Multi-channel Distribution, Technology, Innovation, Marketing and Talent

4. Leveraging our globality
   • Global Business Model, Operating Platform and Cost Management Approach

Note:
(1) Includes Mexico, Poland, Korea, Taiwan and Central America.
Harnessing the International Growth Opportunity

Emerging Markets driving GDP growth

2010 – 2015E CAGR

World GDP 3.4%

Developed

Emerging Total

Emerging Markets by Consumer Banking Revenue Pool in 2014E ($B)

Citi is positioned for the opportunity

Emerging Markets by Consumer Banking Revenue Pool in 2014E ($B)

China (1902) $260
Brazil (1915) $150
Korea (1967) $76
India (1902) $69
Russia (1994) $49
Poland (1870) $29
Taiwan (1964) $29
Mexico (1884) $27
Turkey (1981) $22
Hong Kong (1902) $22
Indonesia (1918) $21
South Africa $19
Thailand (1967) $17
Argentina (1914) $15
Singapore (1902) $12

Citi is present in 14 of the top 15 Emerging Markets

Source: Citi Investment Research & Analysis (report dated October 27, 2011) and McKinsey
### A Strong Brand Globally

#### Unaided Brand Awareness

<table>
<thead>
<tr>
<th>Region</th>
<th>Countries</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>Hong Kong</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>Singapore</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>Taiwan</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>Korea</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>India</td>
<td>41</td>
</tr>
<tr>
<td>Latin America</td>
<td>Mexico (Banamex)</td>
<td>94</td>
</tr>
<tr>
<td></td>
<td>Brazil</td>
<td>31</td>
</tr>
<tr>
<td>EMEA</td>
<td>Poland</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Russia</td>
<td>29</td>
</tr>
<tr>
<td>North America(1)</td>
<td>U.S.</td>
<td>52</td>
</tr>
</tbody>
</table>

Note: Latest available data for each region. Unaided awareness for financial service providers.

(1) For North America, statistics refer to the U.S. retail banking business, and represents unaided awareness for in-market areas.

#### Customer Net Promoter Scores: Ranked #1 or #2 in 15 countries

<table>
<thead>
<tr>
<th></th>
<th>Credit Cards</th>
<th>Retail Banking</th>
<th>Wealth Mgmt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>#1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>#2</td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>#1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>#2</td>
<td>#2</td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>#2</td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>#1</td>
<td>#1</td>
<td>#1</td>
</tr>
<tr>
<td>Indonesia</td>
<td>#1</td>
<td></td>
<td>#2</td>
</tr>
<tr>
<td>India</td>
<td>#1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>#2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malaysia</td>
<td></td>
<td>#1</td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>#2</td>
<td></td>
<td>#1</td>
</tr>
<tr>
<td>Philippines</td>
<td></td>
<td></td>
<td>#1</td>
</tr>
<tr>
<td>Singapore</td>
<td>#2</td>
<td>#1</td>
<td>#2</td>
</tr>
<tr>
<td>Taiwan</td>
<td>#1</td>
<td>#2</td>
<td></td>
</tr>
<tr>
<td>Venezuela</td>
<td>#1</td>
<td>#2</td>
<td></td>
</tr>
</tbody>
</table>
Diversified and Profitable International Franchise

Revenues(1) as % of International RCB

- Mexico: 26%
- All Other: 29%
- Brazil: 11%
- Malaysia: 2%
- India: 3%
- Hong Kong: 4%
- Australia: 4%
- Singapore: 4%
- Korea: 6%
- Japan: 5%
- Taiwan: 5%
- Singapore: 4%
- Hong Kong: 4%
- India: 3%
- Malaysia: 2%

Note:
(1) Last twelve months to 3Q’11. Totals may not add up due to rounding.

Consumer Bank Adjusted ROA (2)

- Total: 1.6%
- North America: 0.6%

Note:
(2) Represents net income excluding loan loss reserve builds / releases, as percentage of average assets. Last twelve months to 3Q’11.
Segmented strategy focused on key MSAs
- Skewed towards globally oriented client base
- Deposits/branch = >1.5x top 3 peers

Strategic Focus in 2011

- **Improving customer experience**
  - 60% NPS at point of service in September

- **Optimizing our business mix**
  - Simplified checking packages
  - 11% YoY growth in demand deposits\(^{(1)}\)
  - 8% growth in YTD loan originations\(^{(1)}\)

- **Investing for future growth**
  - Fully implemented common platform
  - Build-up of new branches and adding Citigold and Commercial bankers
  - Launched a redesigned Citibank.com and iPad app

Note:
(1) As of 3Q'11.
# North America Branded Cards

## Strategic Focus in 2011

- **Positive momentum in performance**
  - 3rd consecutive quarter of positive pre-tax earnings, excluding LLR
  - Customer scores, as measured by NPS, continue to improve
  - New accounts up 35% sequentially in 3Q’11

- **Investing for growth**
  - Ramped up marketing across channels and digital capabilities
  - EOP loans and open accounts up slightly in 2Q and 3Q’11

- **Accelerating innovation**
  - New products – Thank You®, Simplicity®
  - Google wallet – “tap & pay” technology

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### Pre-Tax Earnings, Excluding LLR Build/Release ($MM)

- **3Q10**: $-45
- **4Q10**: $-85
- **1Q11**: $69
- **2Q11**: $137
- **3Q11**: $241

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**Note:**

1. Excluding retail partner cards; including Retail Partner Cards, North America cards is #2 in U.S. by loans.
2. As of 3Q’11.
3. Last twelve months to 3Q’11.
Investing in our Global Franchise

($B)

- Marketing & Cards Campaigns (~$700MM)
  - New card acquisitions
  - Existing card usage initiatives
  - Above-the-line advertising and branding
  - Expanding loyalty / rewards programs

- Retail Distribution & Sales Force Expansion (~$300MM)
  - New branches, kiosks, ATMs and continued investment in digital channels
  - Opened over 65 new branches in 2011, mostly in Asia and Latin America
  - Hired new Citigold and Commercial bankers across the regions

$1.5B Year-to-Date 2011 (1)

Increase of $1.1B vs 2010

Note:
(1) As of 3Q’11.
Product Innovation
**Smart Banking Branches**

**Hong Kong – Mongkok (October 2010)**
- 23,000 sq ft flagship in central Mongkok, one of the busiest locations in the world

**New York City – Union Square (December 2010)**
- 9,700 sq ft flagship located directly on Union Square in Manhattan

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**Branch Walk-ins**
- Average Hong Kong
- Mongkok

**Products Sold**
- Average Hong Kong
- Mongkok

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**Teller Transactions**
- Average USA
- Union Sq

**Products Sold**
- Average USA
- Union Sq
Single Global Platform

2011

Rationalization & Efficiency
Global Rollout

- Core banking platform implemented in SE Asia and NA
- Implementation underway in Latam, North Asia and EMEA
- Leading-edge internet and mobile systems being rolled out globally

2014

Single Global Platform

- Seamless customer experience across channels and geographies
- Operational simplicity and scalability
- Better efficiency and time-to-market
One Global Model

Unleashing “The Power of One”: A clean-sheet approach to drive our results

1 Consumer Banking Business Model

1 Operating Platform to Deliver Efficiency

1 Cost Management Approach

Creating a sustainable long-term competitive advantage
Conclusion

- Uniquely positioned to benefit from emerging markets growth and the globalization of financial services
- Focused on restructuring and better execution in our North America consumer banking business based on a customer centric approach
- Strategy focused on markets and segments where we have a competitive advantage
- Investing for organic growth
- Leveraging global capabilities and best practices

A unique play to benefit from EM growth and the recovery of the U.S.
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Global Consumer Bank

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Bank of America Merrill Lynch
Banking and Financial Services Conference
November 16, 2011