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CEO, Global Consumer Banking



Highlights

Our Consumer Strategy

- Customer-centric franchise
- Focused on top cities and target clients
- Well-positioned for organic growth
- Leveraging our globality

Our Key Execution Priorities

- Deepening client relationships
- Improving operating efficiency
- Focusing on risk management

Our Financial Results

- Increasing contribution to Citicorp
- Maintained efficiency in challenging environment
- Favorable credit trends
- Attractive returns

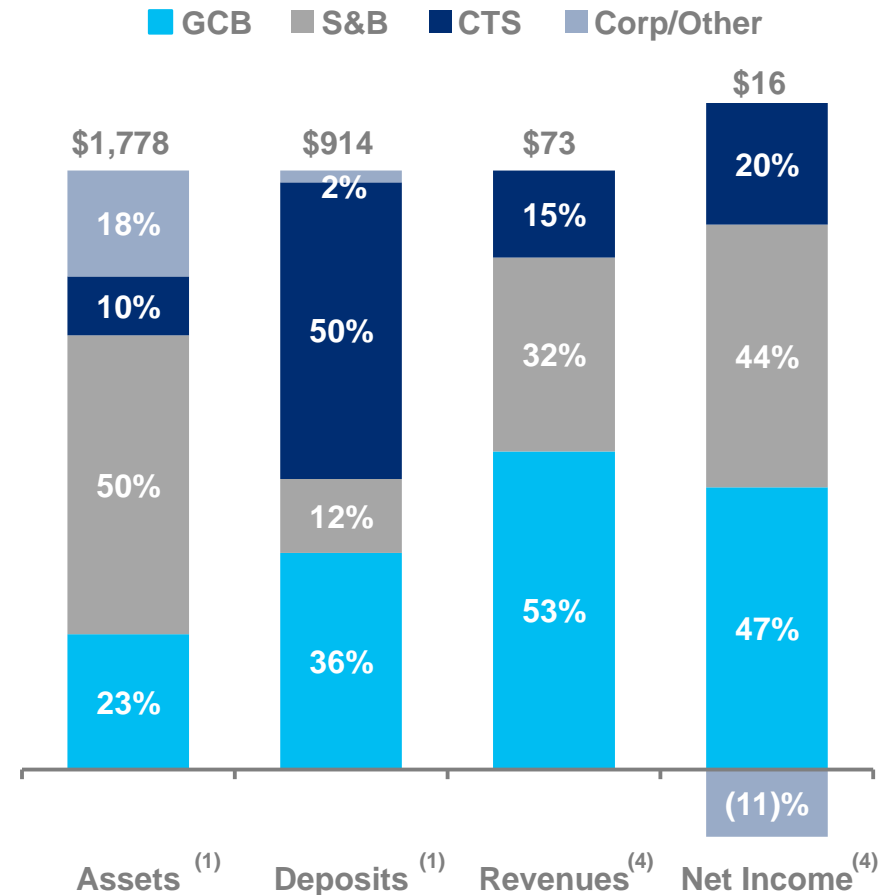
Global Consumer Banking in Citicorp

(\$B)

A global franchise⁽¹⁾...

- 36 countries
- ~3,800 branches⁽²⁾
- ~62 million customers⁽³⁾
- #1 credit card issuer globally
- \$330 billion in deposits
- \$293 billion in loans
- \$162 billion in consumer AUMs

...with significant contributions to Citicorp



Note: GCB: Global Consumer Banking; S&B: Securities & Banking; CTS: Citi Transaction Services.

(1) As of 9/30/13.

(2) Excludes ~400 branches from the Banco de Chile joint venture.

(3) Excludes Retail Services in North America cards, representing ~90 million accounts.

3 (4) Last twelve months ending 9/30/13, excluding, as applicable, CVA/DVA in all periods, a 3Q'13 tax benefit and 4Q'12 repositioning charges. For additional information, please refer to Slide 26.

Our Consumer Strategy

I

A customer-centric franchise

II

Focused on top cities and target clients

III

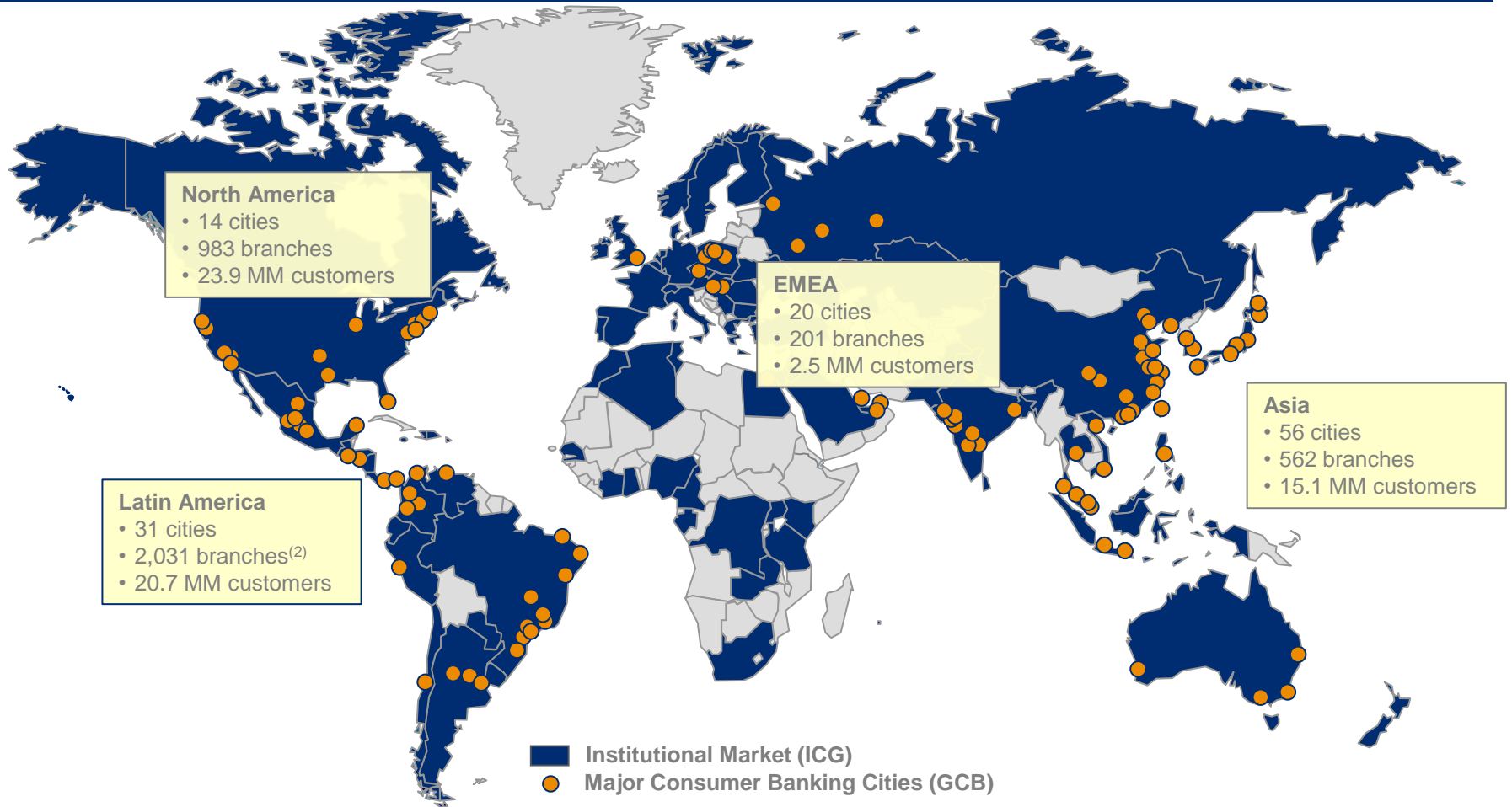
Well-positioned for organic growth

IV

Leveraging our globality

Retail Banking – Focused on Major Cities⁽¹⁾

Existing presence in 121 of the world's top 150 cities



Focused on high credit quality consumer segments with similar financial needs across markets

Note:

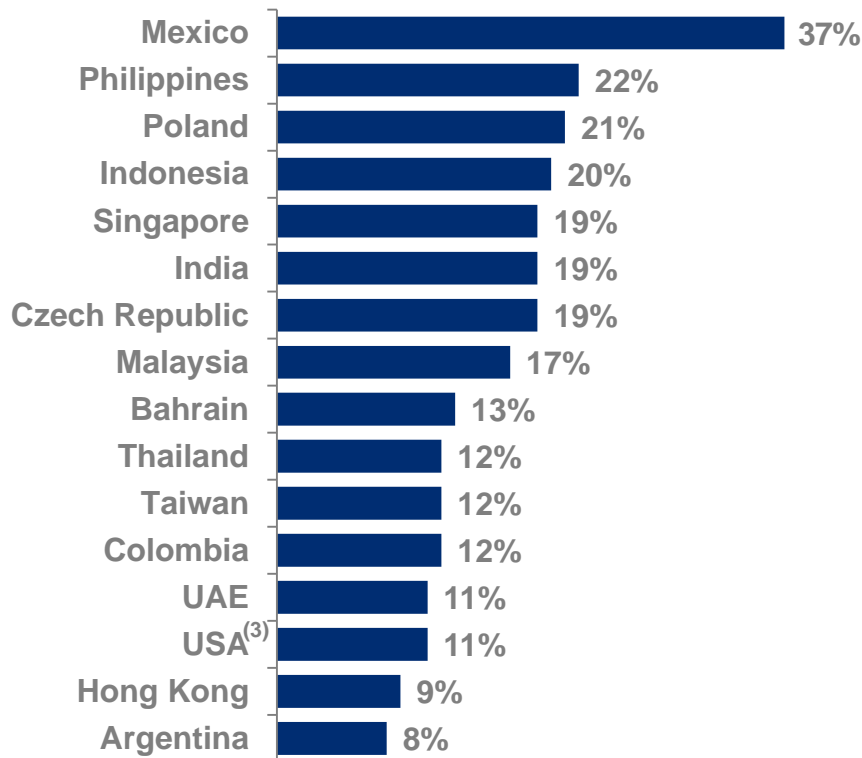
(1) As of 9/30/13. Customers include both Citi Retail Banking and Cards customers (excludes Retail Services in North America cards).

(2) Excludes ~400 branches from the Banco de Chile joint venture.

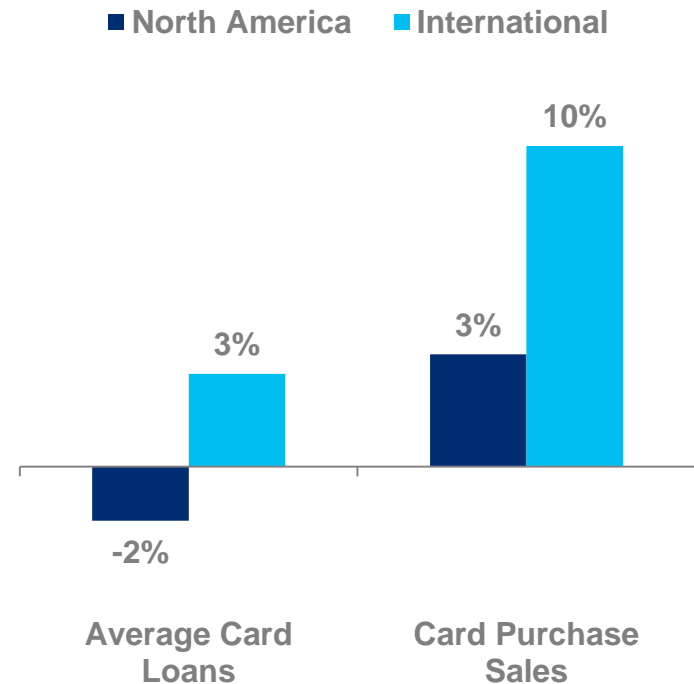
Credit Cards – #1 Issuer Globally⁽¹⁾

Global footprint with exposure to growing, underpenetrated markets

Share of Purchase Sales by Country⁽²⁾



Portfolio Growth⁽⁴⁾



Broader target market; focused on high quality segments and deepening existing relationships

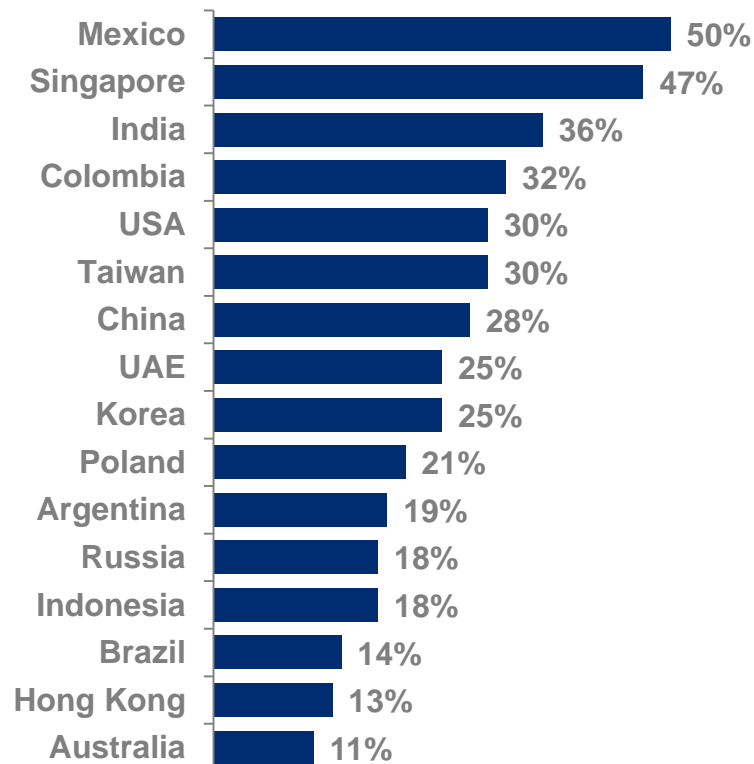
Note:

- (1) By loans as of 9/30/13.
- (2) Source: Citi estimates, based on FY'12 Visa and MasterCard operational performance data, local central bank / government data and PROSA (Mexico only) data.
- (3) USA data reflects last twelve months ending 9/30/13.
- (4) Year-over year as of 3Q'13 in constant dollars. 3Q'12 adjusted to exclude average card loans of \$3.4B and card purchase sales of \$2.7B from Credicard (Brazil), Turkey and Romania. Credicard was moved to discontinued operations in 2Q'13. Citi exited its Turkey and Romania Consumer Banking operations in 3Q'13.

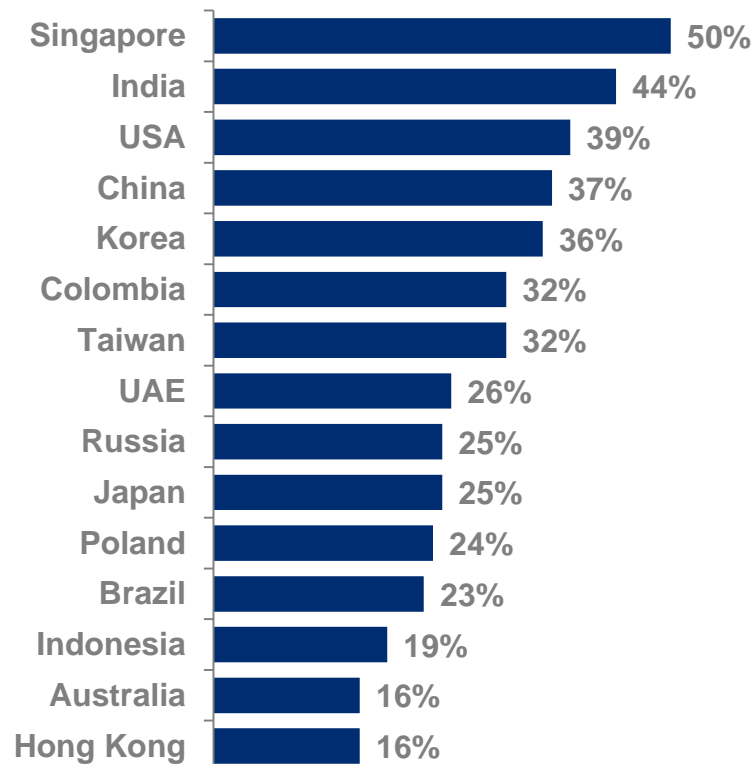
Focused on Target Clients in Top Cities

Focused on high credit quality segments where we have a competitive advantage

Presence in Emerging Affluent and Affluent⁽¹⁾



Presence with Global Clients⁽²⁾



High penetration in more resilient, growing consumer segments

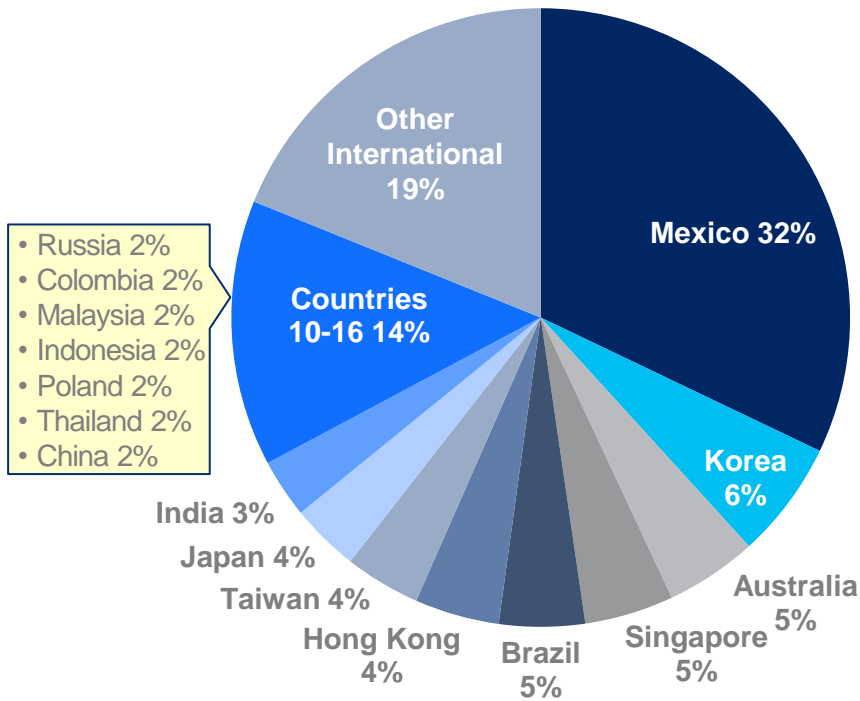
Note:

- (1) Customers who hold at least one Citi product. Source: Citi primary research, 2013 and PRM for Mexican data. Emerging affluent defined as urban-based customers with investable assets of \$25-100K/annual income of \$75-125K; affluent segment defined as urban-based customers with investable assets of \$100K+/annual income of \$125K+ (local definitions may vary).
- (2) Customers who hold at least one Citi product. Source: Citi primary research, 2013. Global client defined as an urban-based client exhibiting any one of five "international" behaviors: 1) personal bank account outside country of residence; 2) own home outside primary country of residence; 3) child living/studying abroad; 4) travel internationally 6+ times/2 years; or 5) expatriate.

Well-Positioned For Organic Growth

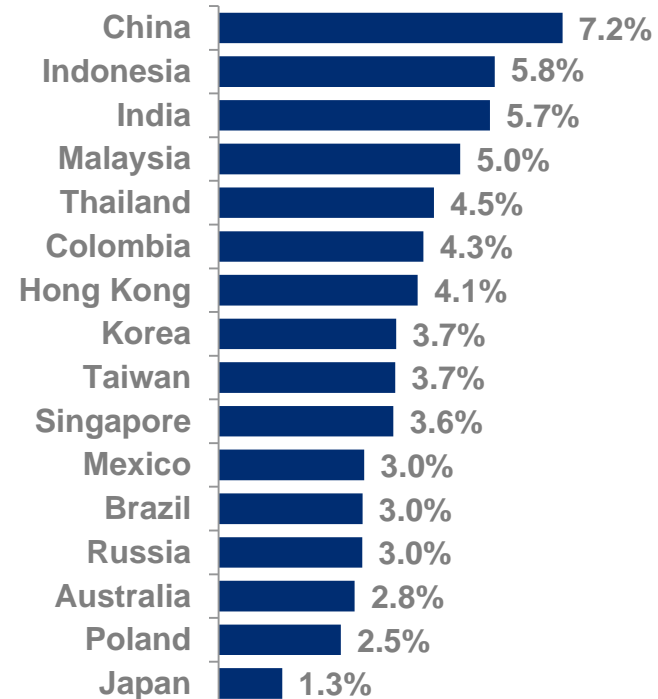
Diversified business with unique organic growth drivers

LTM International Revenue Contribution⁽¹⁾



Total : \$18.5B or 48% GCB Revenues

2012 – 2017E GDP CAGR⁽²⁾



Compound annual GDP growth of 3.5% expected over next 5 years in Citi's international markets⁽³⁾

Note:

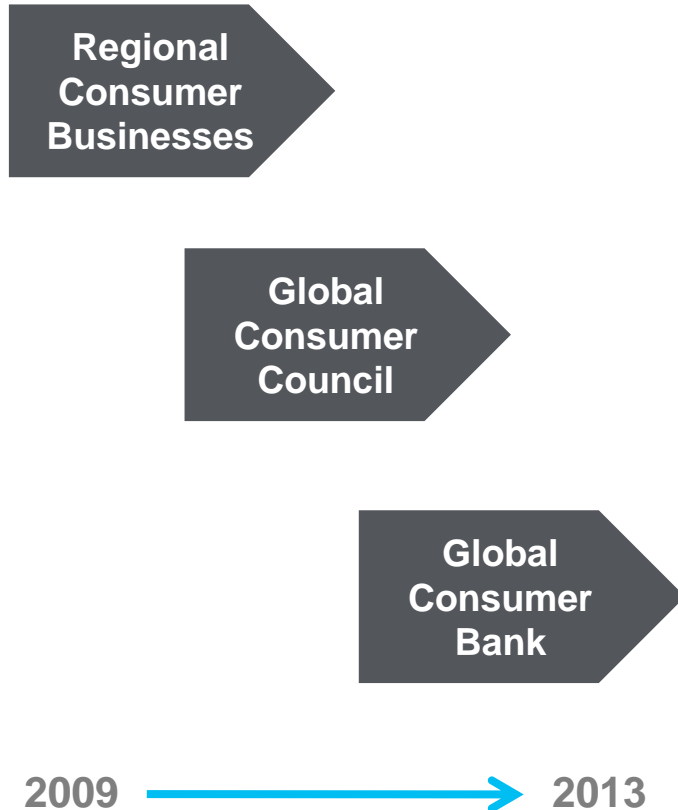
(1) LTM: Last twelve months ending 9/30/13.

(2) Source: International Monetary Fund (IMF) World Economic Outlook Database, October 2013. Compound annual growth rate (CAGR) based on reported GDP in 2012 and IMF estimates for 2013 to 2017.

(3) Weighted average by LTM revenues for top 16 markets.

Leveraging Our Globality

Business Model Evolution



Strategy

- Serving consumers with similar financial needs across markets
- Leveraging our significant global scale in cards
- Implementing best practices across markets
- Streamlining and centralizing operations for scale
- Diversification of earnings and risk
- Source of significant local deposit funding

Achieving scale across markets by standardizing products, processes and systems

Execution Priorities

1

Deepening Client Relationships

- Client selection & retention
- Multi-product relationships
- Global value propositions
- Sales productivity

2

Improving Operating Efficiency

- Focus on priority markets
- Drive to common
 - Products
 - Processes
 - Platforms
 - Places
- Network optimization
- Drive to digital

3

Focusing on Risk Management

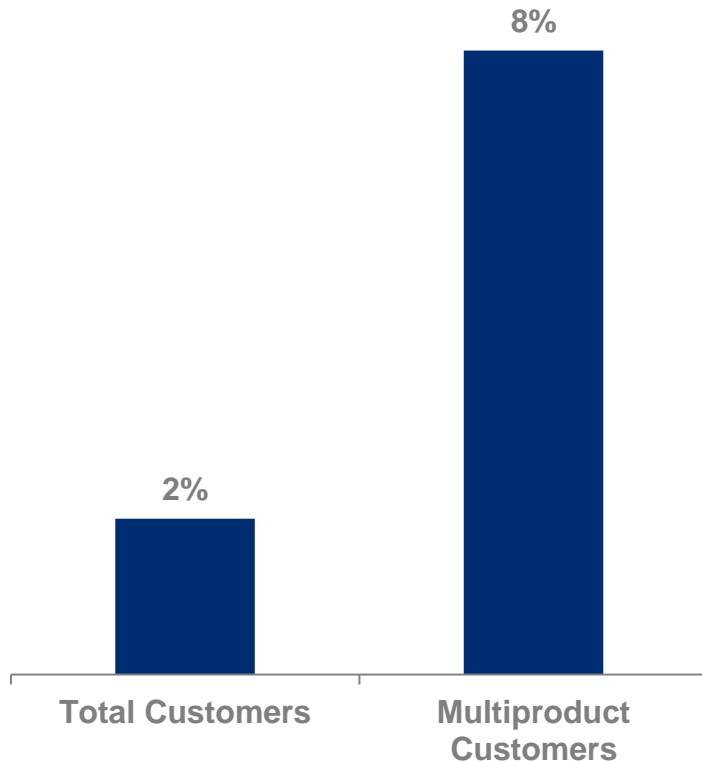
- Strong risk management
- Risk appetite framework
- Embedded controls & processes
- Effective governance

Building a culture of execution and accountability

Deepening Client Relationships

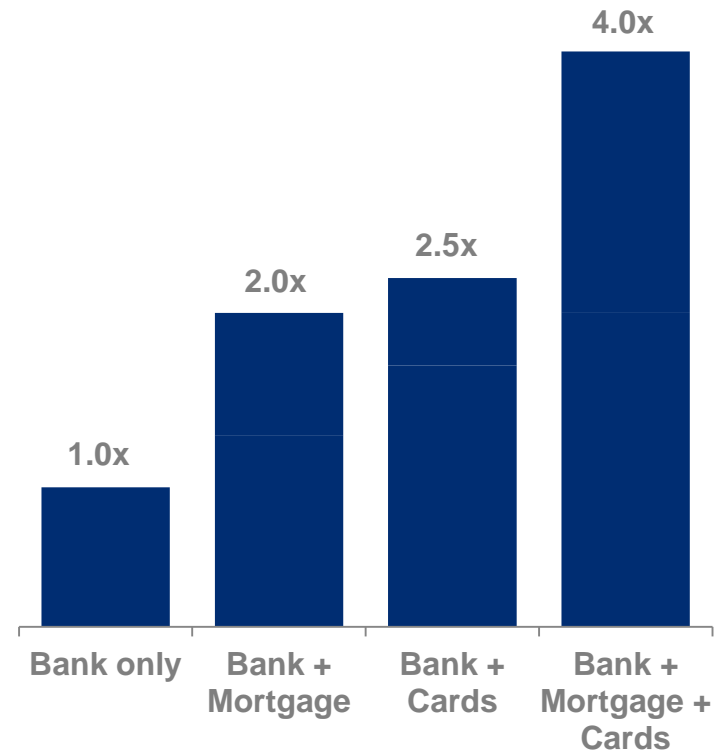
Deepening client relationships...

YoY Growth⁽¹⁾



...while improving productivity

North America Consumer Example
(Marginal Contribution per Customer)



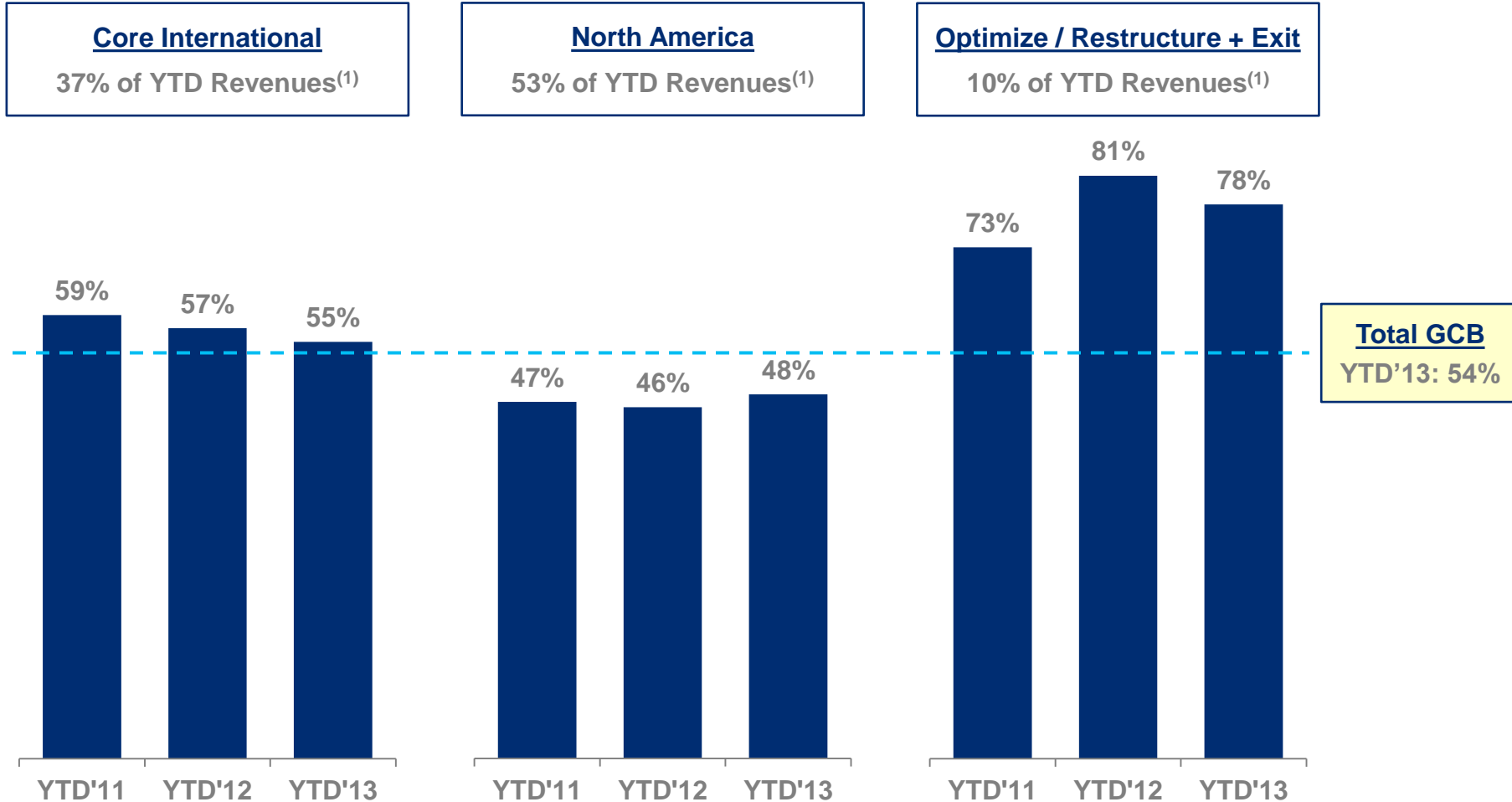
Growing both our client base and the depth of our existing relationships

Note:

(1) Based on number of customers as of 9/30/13, excluding Retail Services in North America cards.

Operating Efficiency – Focus on Priority Markets

GCB Efficiency Ratios

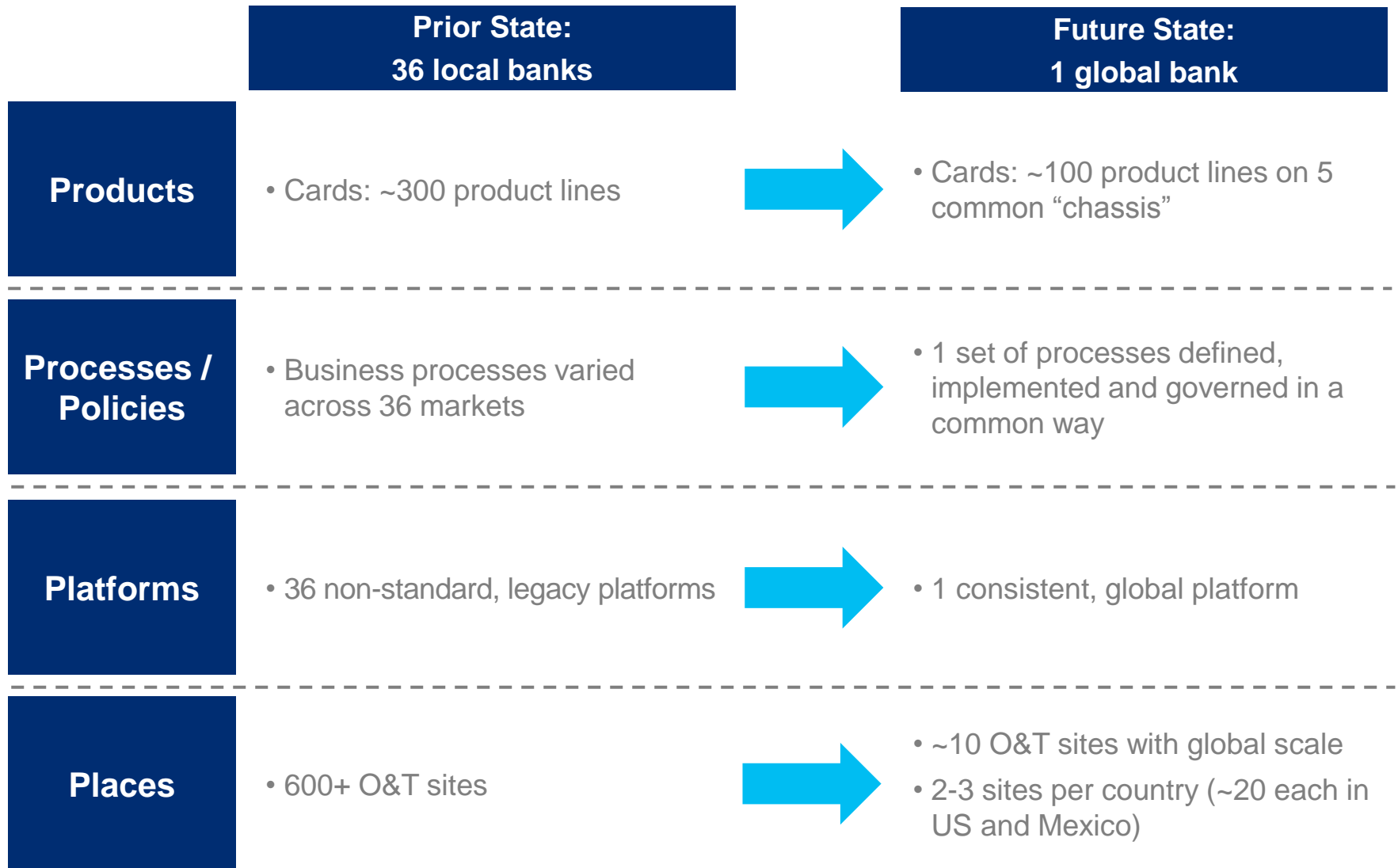


Re-allocating resources to core priority markets

Note: Efficiency ratio defined as operating expenses divided by revenues. Each period reflects year-to-date results through September. Excludes revenues and expenses not directly attributable to individual markets.

(1) As of 9/30/13.

Operating Efficiency – Drive to Common

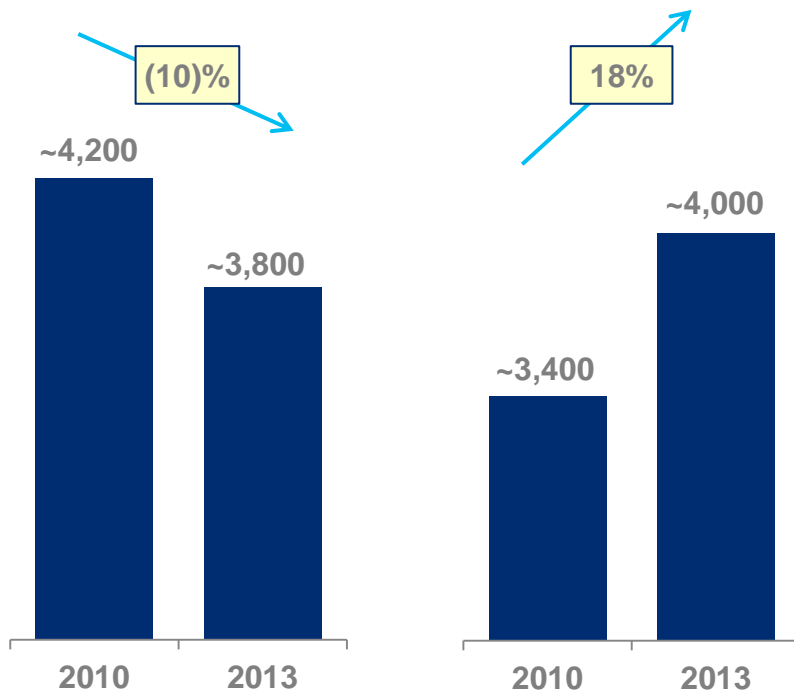


Operating Efficiency – Network Optimization

Retail Network

of Branches

of Citigold Bankers



Productivity per square foot has improved by 20% since 2010

Smart Banking Ecosystem

Leveraging smart branches, digital banking and perceptual scale



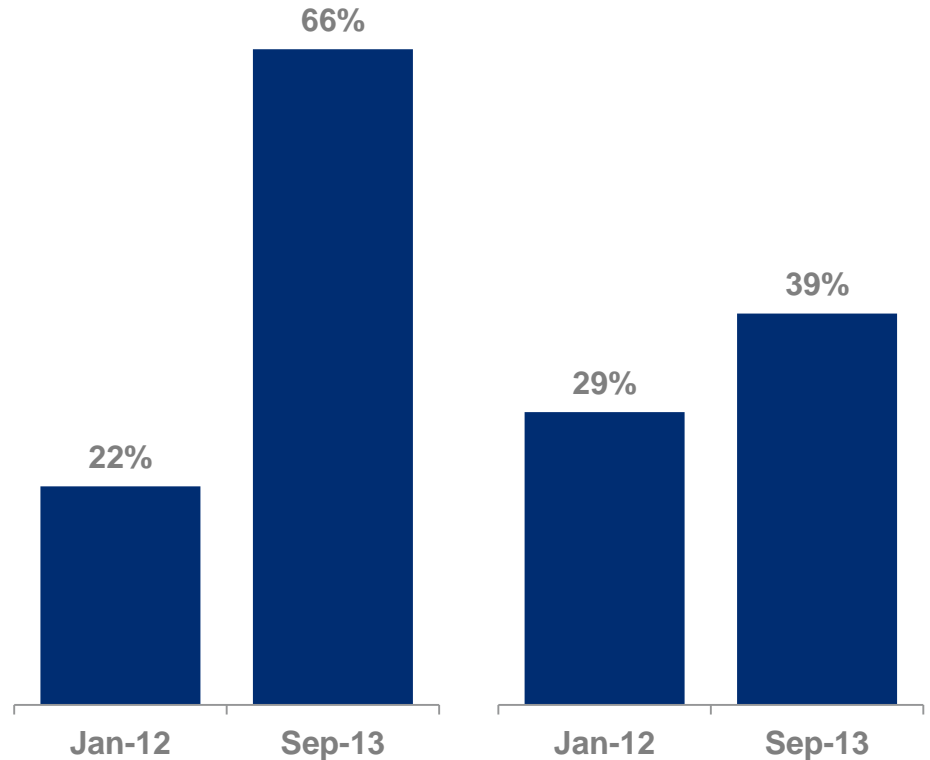
Fewer branches, more touch points and more bankers

Operating Efficiency – Drive to Digital

- Enable global business model
- Drive acquisitions and sales
- Reduce cycle times
- Offload service volumes
- Improve net promoter scores

Online Customers Using Mobile⁽¹⁾
(NA Retail Bank, 30 Days)

E-Statements⁽²⁾
(NA Retail Bank)

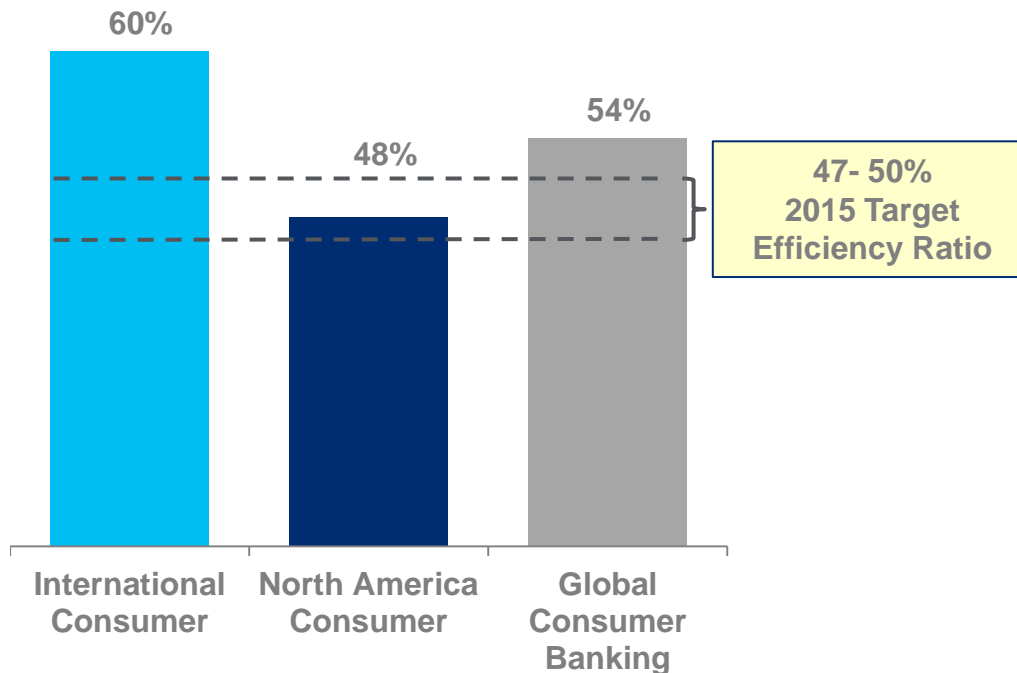


Best consumer internet bank in 13 markets⁽³⁾ and leading bank site in the US⁽⁴⁾

Note:
 (1) Percentage of North America retail bank online-active customers (~40% of total) using mobile channels in past 30 days as of January 2012 and September 2013.
 (2) Percentage of North America retail bank paperless statements suppressed as of January 2012 and September 2013.
 (3) Source: Global Finance Magazine, July 2013.
 (4) Source: Forrester, January 2013. Ranked as #1 U.S. Bank Secure Website for 2012.

Operating Efficiency – 2015 GCB Targets

Operating Efficiency Ratio⁽¹⁾



Efficiency Drivers

- Main drivers of efficiency improvement:
 - Restructuring or exiting underperforming markets
 - Resizing our US mortgage business
 - Streamlining product offerings
 - Retiring redundant systems / technology
 - Consolidating sites and moving to lower cost locations
 - Optimizing our branch and digital network
- Top end of range assumes flat revenues from 2012
- Improvement to below 50% efficiency ratio will vary with revenues

Leveraging our globality to achieve world class operating efficiency

Note:

16 (1) Efficiency ratio defined as operating expenses (excluding 4Q'12 repositioning charges of \$266MM in International and \$100MM in North America) divided by revenues for last twelve months ending 9/30/13.

Risk Management

Integrated risk management framework across businesses, products and regions



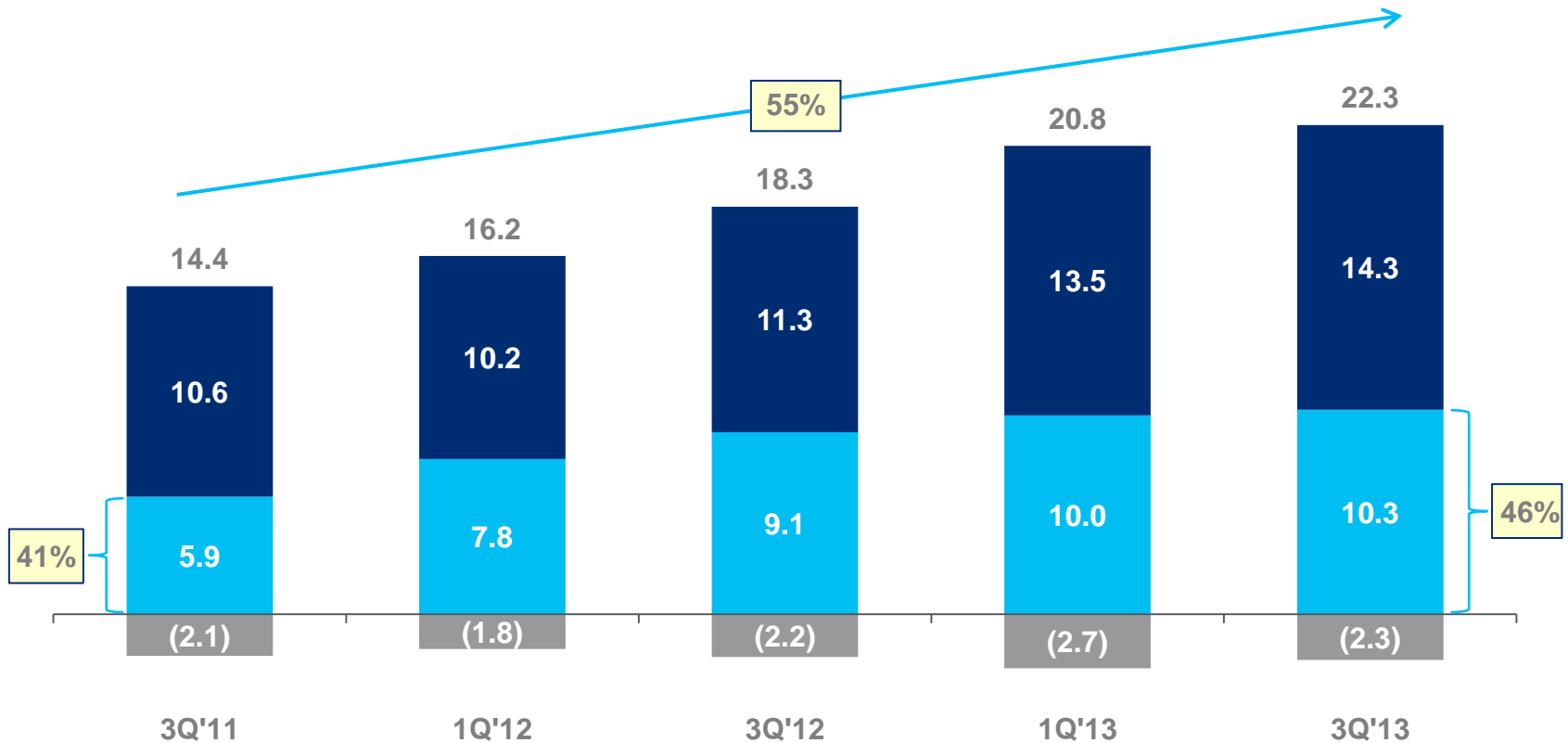
Risk appetite model fully integrated into business planning

Our Results – Increasing Contribution to Citicorp

(\$B)

LTM⁽¹⁾ Earnings Before Taxes (ex-LLR)

■ Global Consumer Banking ■ Corp/Other ■ Institutional Clients Group

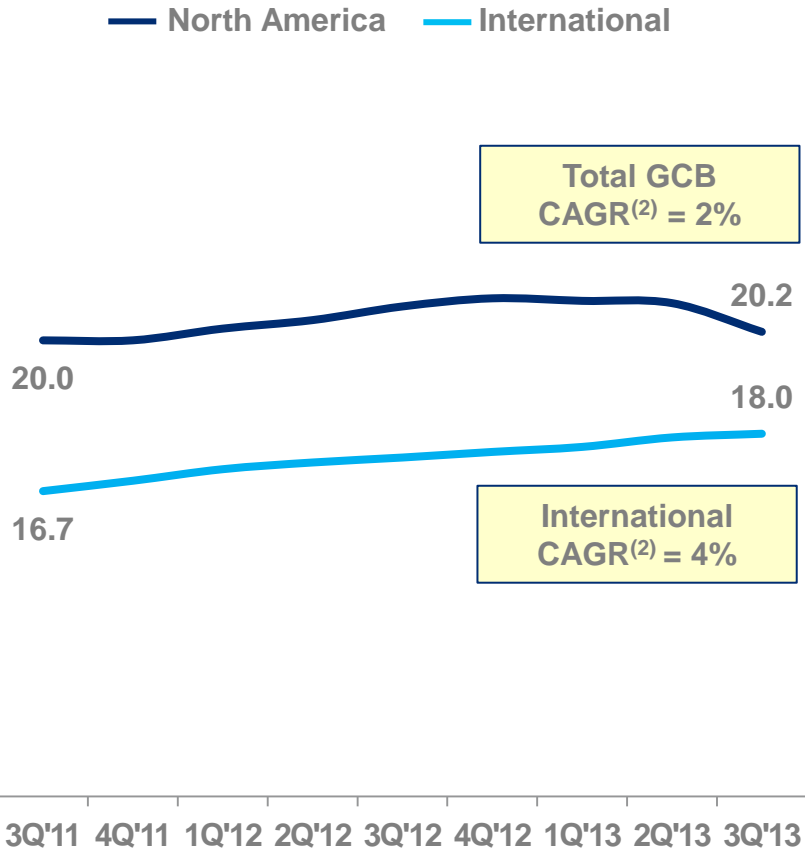


Note: Totals may not sum due to rounding.

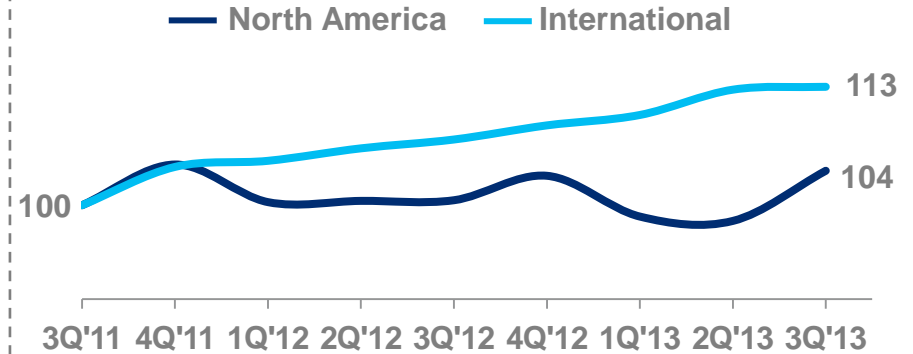
(1) Last twelve months to each period. Adjusted results, which exclude, as applicable, CVA / DVA for each period, gains / (losses) on minority investments in 2Q'11, 1Q'12 and 2Q'12, and 4Q'11 and 4Q'12 repositioning charges. For the LLR, CVA / DVA, and impact of minority investments for each of the periods presented, please refer to Slide 26 and Citigroup's Third Quarter 2013 and Historical Financial Data Supplements furnished as exhibits to Form 8-K filed with the U.S. Securities and Exchange Commission on October 15, 2013 and June 28, 2013, respectively. For more detail on 4Q'11 and 4Q'12 repositioning charges, please refer to Citigroup's Fourth Quarter 2012 earnings presentation.

International Franchise Driving Revenue Growth

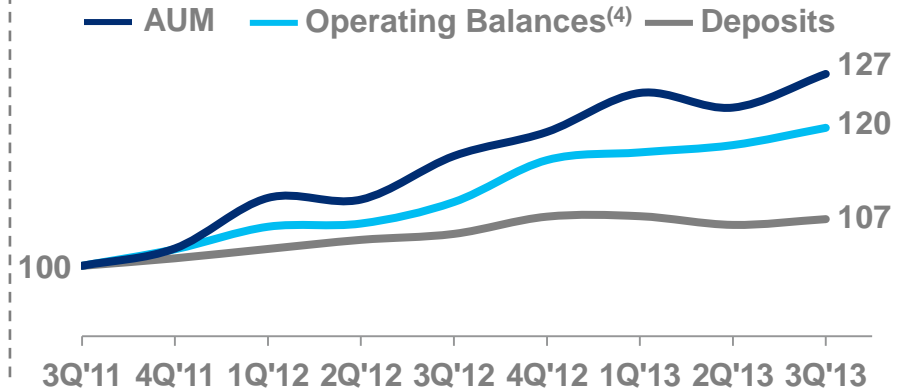
LTM Revenues⁽¹⁾



EOP Loan Growth⁽³⁾



EOP Deposit & AUM Growth⁽³⁾



Volume growth is driving revenues in a challenging global rate environment

Note:

(1) In constant dollars, based on average exchange rates for 3Q'13. Last twelve months (LTM) to each period. For more information, please refer to Slide 27.

(2) LTM revenue CAGR (3Q'11 to 3Q'13).

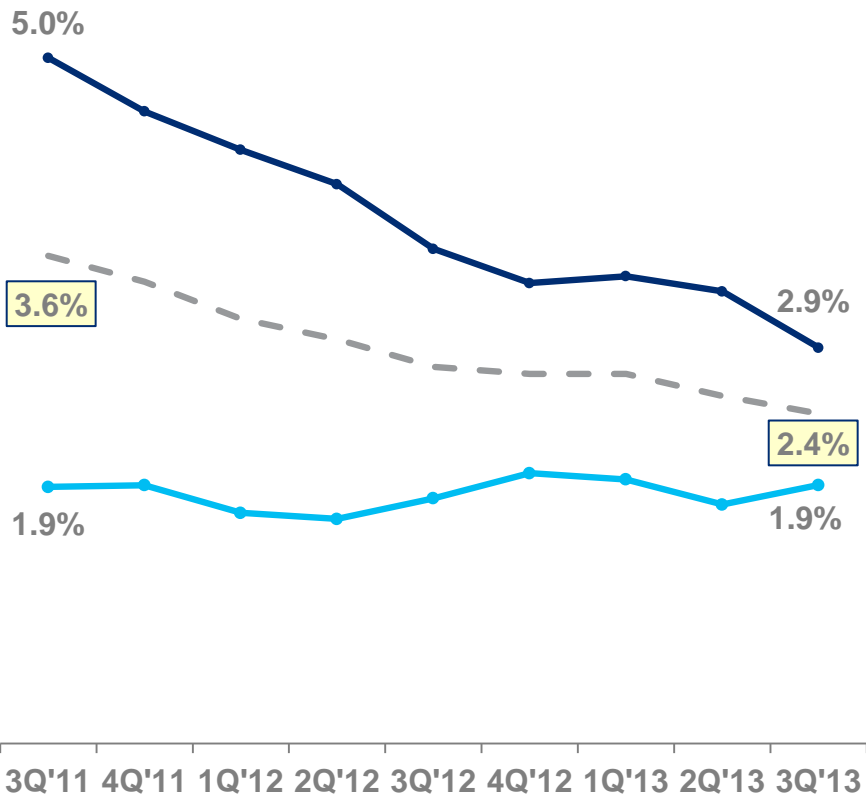
(3) In constant dollars, based on end of period exchange rates as of 9/30/13. Index: 3Q'11 = 100%.

(4) Operating balances defined as checking and savings deposits.

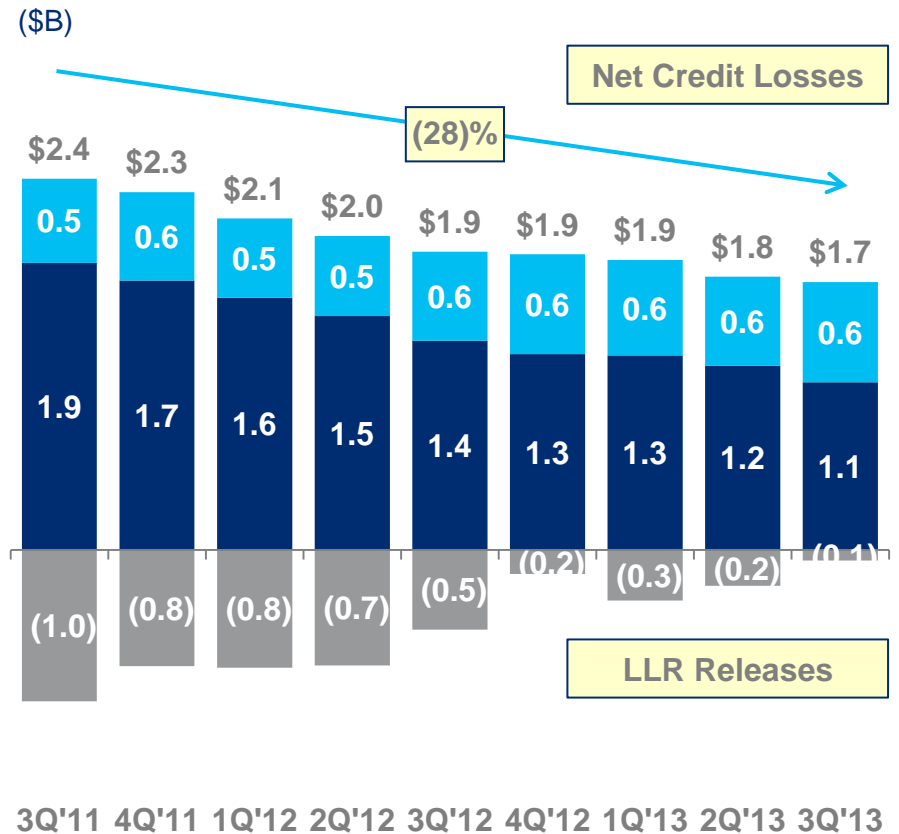
Normalizing Credit Trends

■ Total GCB ■ North America ■ International

Net Credit Loss Rates



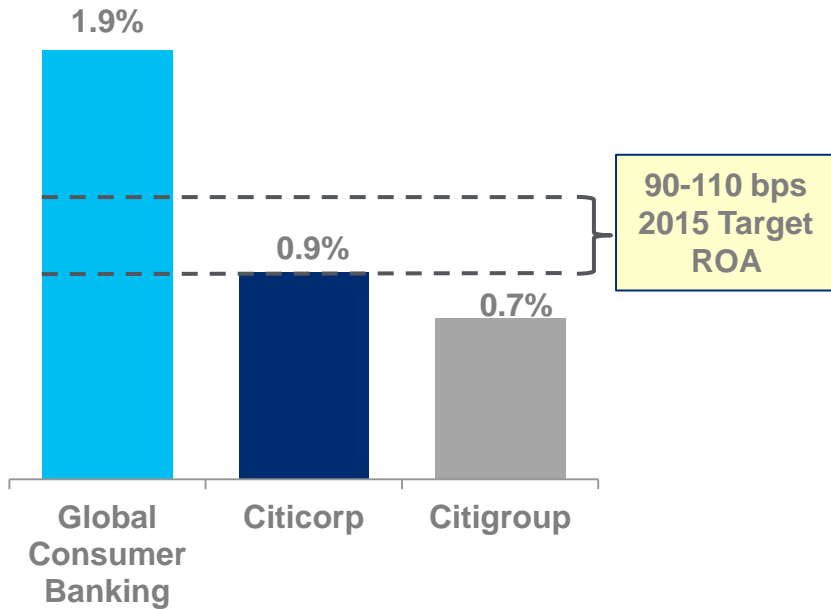
NCL and LLR Releases⁽¹⁾



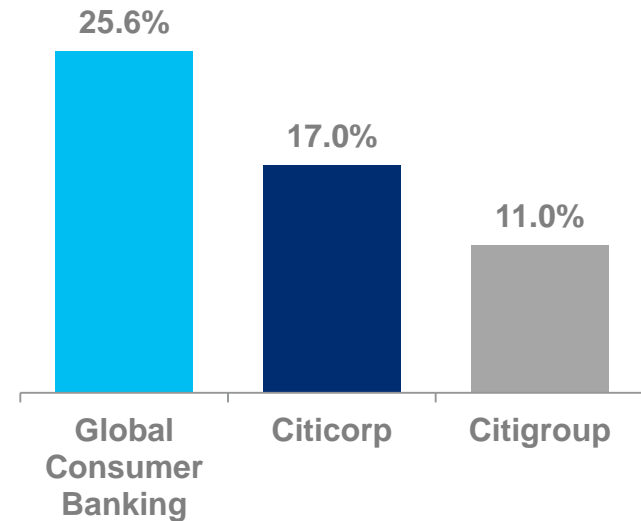
Maintaining credit discipline across regions

Attractive Returns

Return on Average Assets⁽¹⁾



Return on Basel III Capital @ 10%^(1,2)

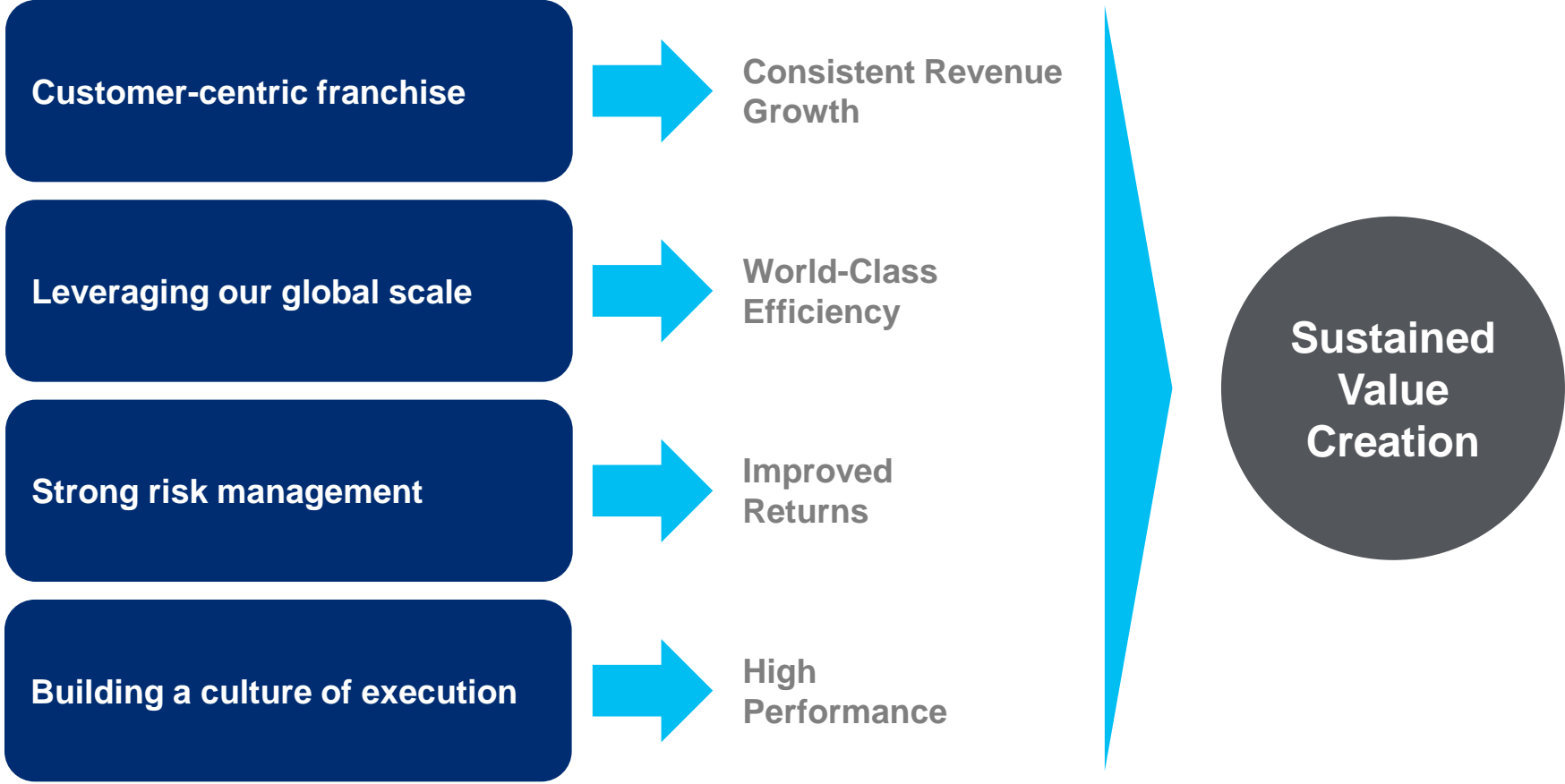


Attractive return on assets and regulatory capital

Note:

- (1) Last twelve months ending 9/30/13 and reflects adjusted results, which exclude, as applicable, CVA/DVA, a 3Q'13 tax benefit and 4Q'12 repositioning charges. Please refer to Slides 25 and 26 for a reconciliation of this information to reported results.
- (2) Citigroup's estimated Basel III Tier 1 Common Capital is allocated between the various businesses based on estimated average LTM Basel III risk-weighted assets. Citigroup's estimated Basel III Tier 1 Common Capital is a non-GAAP financial measure. For additional information, please refer to Slide 25.

The Bank We Are Building



Certain statements in this document are “forward-looking statements” within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements are based on management’s current expectations and are subject to uncertainty and changes in circumstances. These statements are not guarantees of future results or occurrences. Actual results and capital and other financial condition may differ materially from those included in these statements due to a variety of factors, including the precautionary statements included in this document and those contained in Citigroup’s filings with the U.S. Securities and Exchange Commission, including without limitation the “Risk Factors” section of Citigroup’s 2012 Form 10-K. Any forward-looking statements made by or on behalf of Citigroup speak only as to the date they are made, and Citi does not undertake to update forward-looking statements to reflect the impact of circumstances or events that arise after the date the forward-looking statements were made.

The Citi logo is centered on a blue gradient background. It features a red semi-circular arc above the word "citi" in a white, lowercase, sans-serif font. A registered trademark symbol (®) is located to the right of the word.

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Non-GAAP Financial Measures – Reconciliations

(\$B)

Net Income ⁽¹⁾		LTM	Average Basel III RWA ⁽⁵⁾		LTM
Global Consumer Banking (GCB)		\$7.4	GCB		\$290
Securities & Banking (S&B)		6.9	S&B		526
Transaction Services (CTS)		3.2	CTS		49
Corporate / Other		(1.8)	Corporate / Other		62
Citicorp		\$15.8	Citicorp		\$927
Citigroup⁽²⁾		\$13.2	Citigroup		\$1,193

Return on Basel III Capital @ 10% ⁽³⁾		LTM
GCB		25.6%
ICG ⁽⁴⁾		17.6%
Citicorp		17.0%
Citigroup		11.0%

Total ICG⁽⁴⁾: \$574B

Note: Totals may not sum due to rounding. LTM: last twelve months.

(1) Adjusted results, excluding CVA / DVA, a 3Q'13 tax benefit and 4Q'12 repositioning charges. Please refer to Slide 26 for a reconciliation of this information to reported results.

(2) Represents Citigroup net income less preferred dividends of \$132MM.

(3) Citigroup's estimated Basel III Tier 1 Common Capital is allocated between the various businesses based on estimated average LTM Basel III risk-weighted assets.

(4) ICG: Institutional Clients Group includes *Securities & Banking* and *Transaction Services*.

(5) Citi's estimated Basel III ratio and related components are based on Citi's current interpretation, expectations and understanding of the final U.S. Basel III rules. Citi's estimated Basel III ratio and related components are necessarily subject to, among other things, Citi's review and implementation of final U.S. Basel III rules, anticipated compliance with all necessary enhancements to model calibration and other refinements and further implementation guidance in the U.S. The estimated Basel III risk-weighted assets have been calculated based on the "advanced approaches" for determining total risk-weighted assets under the final U.S. Basel III rules.

Non-GAAP Financial Measures – Reconciliations

(\$MM)

Citigroup	4Q'12	1Q'13	2Q'13	3Q'13	LTM
Reported Revenues (GAAP)	\$17,917	\$20,227	\$20,479	\$17,880	\$76,503
Impact of:					
CVA/DVA	(485)	(319)	477	(336)	(663)
Adjusted Revenues	\$18,402	\$20,546	\$20,002	\$18,216	\$77,166
Reported Expenses (GAAP)	\$13,709	\$12,267	\$12,140	\$11,655	\$49,771
Impact of:					
Repositioning	(1,028)	-	-	-	(1,028)
Adjusted Expenses	\$12,681	\$12,267	\$12,140	\$11,655	\$48,743
Reported Net Income (GAAP)	\$1,196	\$3,808	\$4,182	\$3,227	\$12,413
Impact of:					
CVA/DVA	(301)	(198)	293	(208)	(414)
Repositioning	(653)	-	-	-	(653)
Tax Benefit	-	-	-	176	176
Adjusted Net Income	\$2,150	\$4,006	\$3,889	\$3,259	\$13,304
Average Assets (\$B)	\$1,905	\$1,887	\$1,899	\$1,860	\$1,888
Adjusted ROA	0.45%	0.86%	0.82%	0.70%	0.70%

Citicorp	4Q'12	1Q'13	2Q'13	3Q'13	LTM
Reported Revenues (GAAP)	\$16,850	\$19,326	\$19,387	\$16,628	\$72,191
Impact of:					
CVA/DVA	(510)	(310)	462	(332)	(690)
Adjusted Revenues	\$17,360	\$19,636	\$18,925	\$16,960	\$72,881
Reported Expenses (GAAP)	\$12,105	\$10,765	\$10,593	\$10,275	\$43,738
Impact of:					
Repositioning	(951)	-	-	-	(951)
Adjusted Expenses	\$11,154	\$10,765	\$10,593	\$10,275	\$42,787
Reported Net Income (GAAP)	\$2,245	\$4,602	\$4,752	\$3,331	\$14,930
Impact of:					
CVA/DVA	(316)	(192)	284	(206)	(430)
Repositioning	(604)	-	-	-	(604)
Tax Benefit	-	-	-	176	176
Adjusted Net Income	\$3,165	\$4,794	\$4,468	\$3,361	\$15,788
Average Assets (\$B)	\$1,739	\$1,734	\$1,751	\$1,729	\$1,738
Adjusted ROA	0.72%	1.12%	1.02%	0.77%	0.91%

Global Consumer Banking	4Q'12	1Q'13	2Q'13	3Q'13	LTM
Reported Expenses (GAAP)	\$5,782	\$5,209	\$5,131	\$5,048	\$21,170
Repositioning	(366)	-	-	-	(366)
Adjusted Expenses	\$5,416	\$5,209	\$5,131	\$5,048	\$20,804
Reported Net Income (GAAP)	\$1,717	\$1,912	\$1,949	\$1,622	\$7,200
Repositioning	(233)	-	-	-	(233)
Adjusted Net Income	\$1,950	\$1,912	\$1,949	\$1,622	\$7,433
Average Assets (\$B)	\$395	\$400	\$391	\$391	\$394
Adjusted ROA ⁽¹⁾	1.98%	1.96%	2.00%	1.65%	1.89%

Securities & Banking	4Q'12	1Q'13	2Q'13	3Q'13	LTM
Reported Revenues (GAAP)	\$4,362	\$6,978	\$6,841	\$4,749	\$22,930
CVA/DVA	(510)	(310)	462	(332)	(690)
Adjusted Revenues	\$4,872	\$7,288	\$6,379	\$5,081	\$23,620
Reported Expenses (GAAP)	\$3,668	\$3,564	\$3,495	\$3,367	\$14,094
Repositioning	(237)	-	-	-	(237)
Adjusted Expenses	\$3,431	\$3,564	\$3,495	\$3,367	\$13,857
Reported Net Income (GAAP)	\$679	\$2,311	\$2,364	\$989	\$6,343
CVA/DVA	(316)	(192)	284	(206)	(430)
Repositioning	(154)	-	-	-	(154)
Adjusted Net Income	\$1,149	\$2,503	\$2,080	\$1,195	\$6,927

Transaction Services	4Q'12	1Q'13	2Q'13	3Q'13	LTM
Reported Expenses (GAAP)	\$1,596	\$1,424	\$1,442	\$1,428	\$5,890
Repositioning	(95)	-	-	-	(95)
Adjusted Expenses	\$1,501	\$1,424	\$1,442	\$1,428	\$5,795
Reported Net Income (GAAP)	\$787	\$764	\$803	\$787	\$3,141
Repositioning	(61)	-	-	-	(61)
Adjusted Net Income	\$848	\$764	\$803	\$787	\$3,202

Note:

26 (1) Excludes Credicard average assets of \$3.8B in 4Q'12 and 1Q'13. Credicard was moved to discontinued operations in 2Q'13.



Non-GAAP Financial Measures – Reconciliations

(\$MM)

International Consumer Banking	4Q'10	1Q'11	2Q'11	3Q'11	4Q'11	1Q'12	2Q'12	3Q'12	4Q'12	1Q'13	2Q'13	3Q'13
Reported Revenues	\$4,388	\$4,397	\$4,616	\$4,603	\$4,483	\$4,555	\$4,405	\$4,547	\$4,664	\$4,639	\$4,659	\$4,497
Impact of FX Translation	(246)	(317)	(434)	(296)	(113)	(221)	(75)	(130)	(170)	(195)	(121)	-
Revenues in Constant Dollars	\$4,142	\$4,080	\$4,182	\$4,307	\$4,370	\$4,334	\$4,330	\$4,417	\$4,494	\$4,444	\$4,538	\$4,497
EMEA Consumer Banking	4Q'10	1Q'11	2Q'11	3Q'11	4Q'11	1Q'12	2Q'12	3Q'12	4Q'12	1Q'13	2Q'13	3Q'13
Reported Revenues	\$389	\$414	\$403	\$371	\$341	\$369	\$358	\$374	\$384	\$368	\$364	\$359
Impact of FX Translation	(21)	(30)	(43)	(24)	(5)	(14)	(1)	(2)	(10)	(8)	(1)	-
Revenues in Constant Dollars	\$368	\$384	\$360	\$347	\$336	\$355	\$357	\$372	\$374	\$360	\$363	\$359
Latin America Consumer Banking	4Q'10	1Q'11	2Q'11	3Q'11	4Q'11	1Q'12	2Q'12	3Q'12	4Q'12	1Q'13	2Q'13	3Q'13
Reported Revenues	\$2,070	\$2,083	\$2,183	\$2,162	\$2,119	\$2,188	\$2,095	\$2,190	\$2,285	\$2,311	\$2,327	\$2,276
Impact of FX Translation	(147)	(182)	(250)	(145)	(26)	(103)	(5)	(41)	(56)	(106)	(79)	-
Revenues in Constant Dollars	\$1,923	\$1,901	\$1,933	\$2,017	\$2,093	\$2,085	\$2,090	\$2,149	\$2,229	\$2,205	\$2,248	\$2,276
Asia Consumer Banking	4Q'10	1Q'11	2Q'11	3Q'11	4Q'11	1Q'12	2Q'12	3Q'12	4Q'12	1Q'13	2Q'13	3Q'13
Reported Revenues	\$1,929	\$1,900	\$2,030	\$2,070	\$2,023	\$1,998	\$1,952	\$1,983	\$1,995	\$1,960	\$1,968	\$1,862
Impact of FX Translation	(77)	(105)	(141)	(127)	(83)	(105)	(69)	(87)	(104)	(81)	(41)	-
Revenues in Constant Dollars	\$1,852	\$1,795	\$1,889	\$1,943	\$1,940	\$1,893	\$1,883	\$1,896	\$1,891	\$1,879	\$1,927	\$1,862