

Bank of America Merrill Lynch The Future of Financials Conference

November 6, 2018

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CEO, Citigroup Asia Pacific



Agenda

Franchise Overview

Asia Institutional Clients Group

Asia Consumer Banking

Key Takeaways

Citi's Asia Franchise at a Glance

(LTM'18)

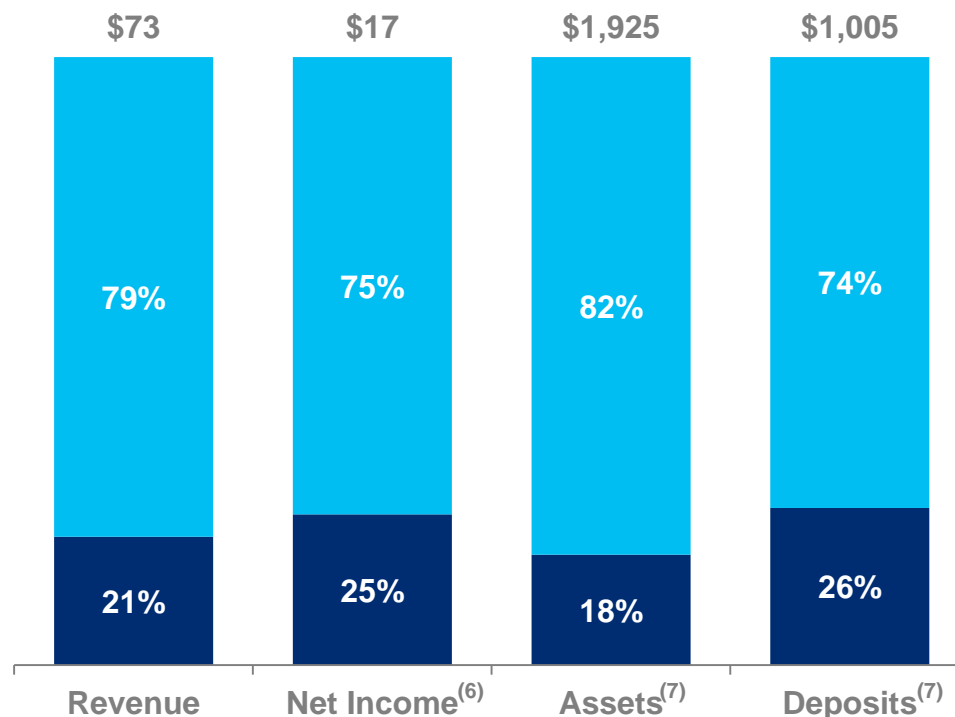
Highlights

- **16 Asia markets with ICG presence** and **17 consumer markets**⁽¹⁾
- Leading **Wealth Management Franchise (#2 APAC)**⁽²⁾ and **Regional Cards Leader**⁽³⁾
- Named **Asia Pacific's Best Corporate & Institutional Digital Bank**⁽⁴⁾ in 2018
- Leading investment bank in Asia Pacific YTD'18: **#2 in debt underwriting, #3 announced M&A and #3 in equity underwriting**⁽⁵⁾

Contribution to Citigroup

(\$B)

■ Asia ■ Other Citigroup



Note: Throughout this presentation, LTM is defined as the last twelve months ending September 30th and totals may not sum due to rounding.

(1) Throughout this presentation, Asia GCB includes the results of operations of GCB activities in certain EMEA countries (Poland, Russia, UAE, Bahrain and UK) for all periods presented.

(2) Source: Private Banker International. Citigold ranked #2 based on AUMs (including Citigold, Citi Private Clients and Citi Private).

(3) Top 3 issuer based on purchase sales share in Philippines, Poland, Singapore, India, Indonesia, Malaysia, Taiwan and Thailand.

(4) Global Finance Magazine.

(5) Based on volume per Dealogic for Asia Pacific ex Japan as of October 25, 2018. Debt Underwriting reflects non-domestic bonds in G3 currencies (USD, EUR, JPY). Excludes China A-Shares.

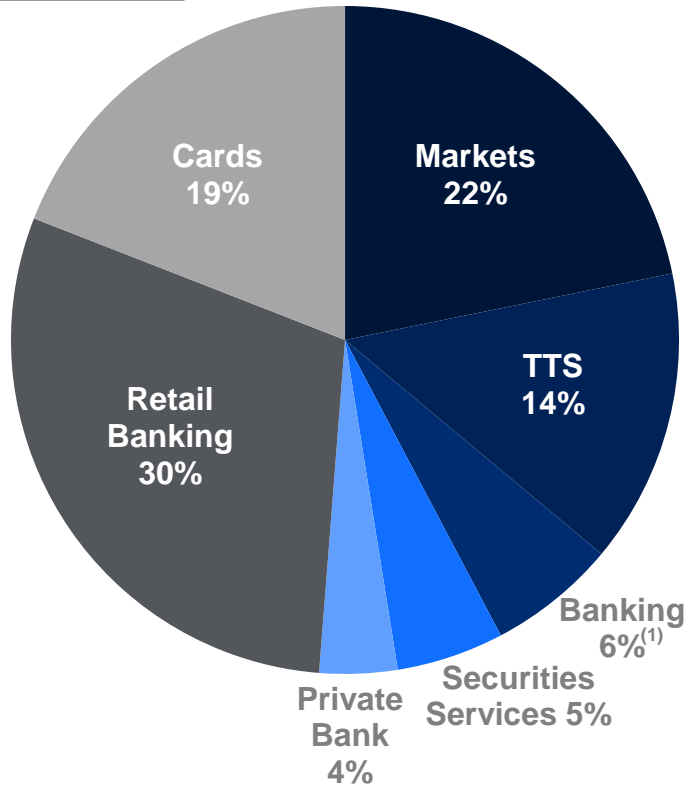
(6) Net Income excludes the impact of Tax Reform in 4Q'17 and is a non-GAAP financial measure. For a reconciliation to reported results, please refer to Slide 25.

(7) As of September 30, 2018.

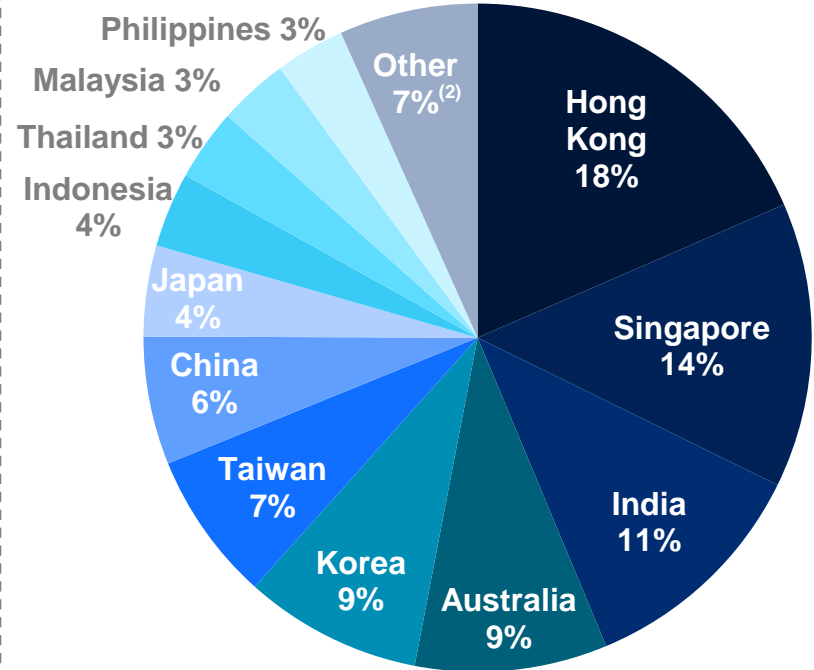
Asia Franchise Overview

Revenue by Business

LTM'18: \$15B



Revenue by Geography



Well diversified geographically and across Consumer and Institutional franchises

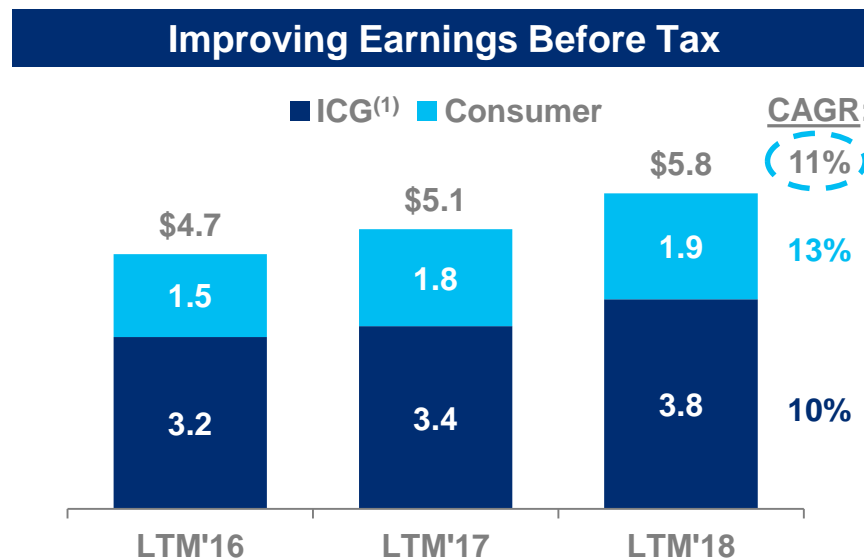
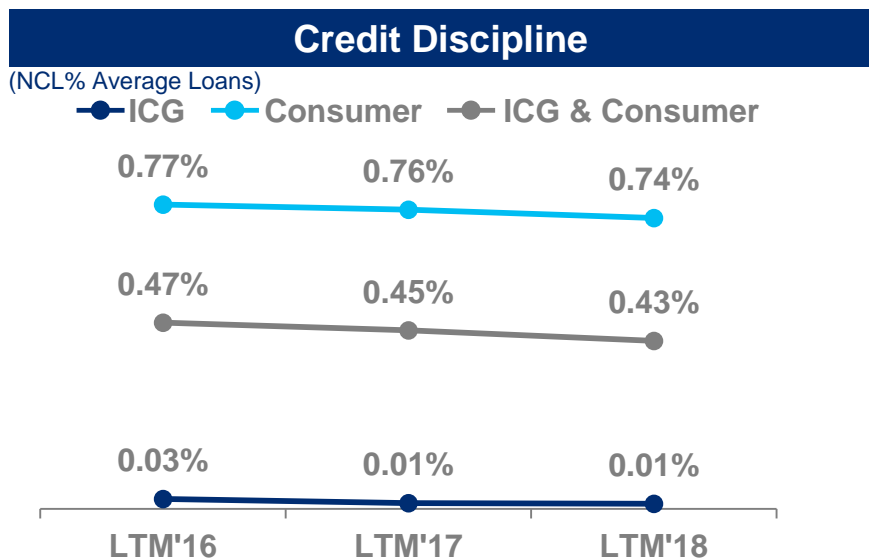
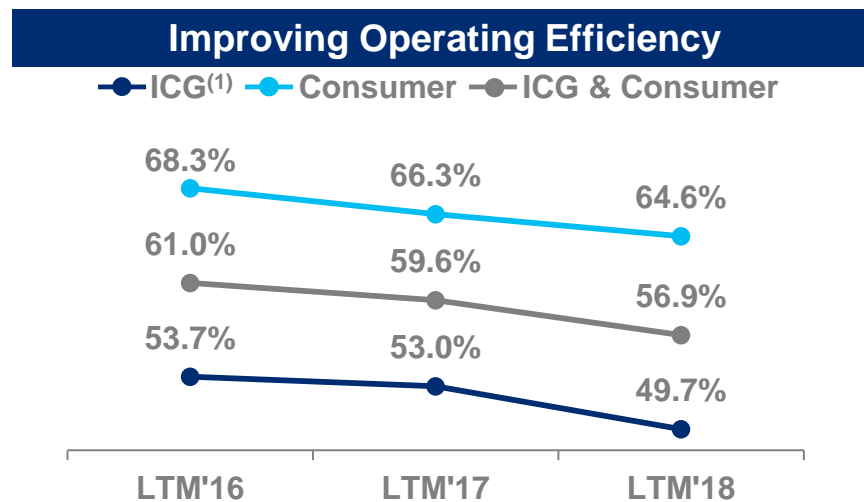
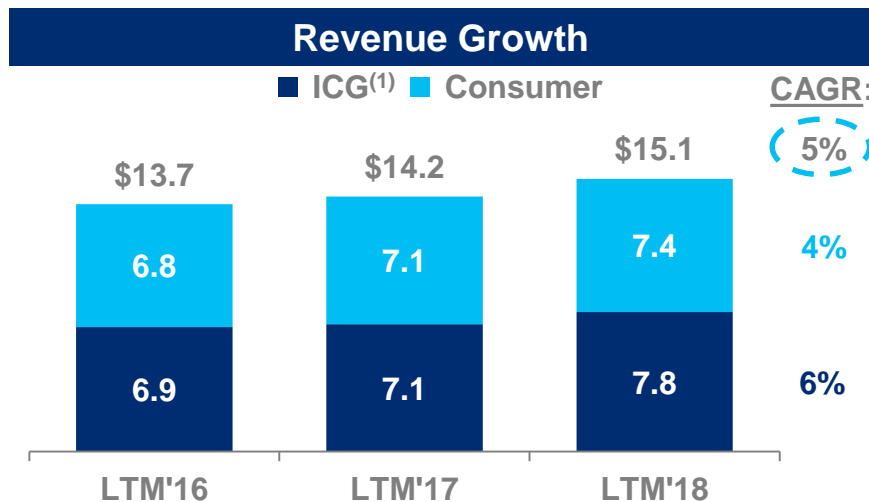
Note: Totals may not sum due to rounding. TTS: Treasury and Trade Solutions.

(1) Includes Investment Banking and Corporate Lending. Corporate Lending revenues exclude gain / (loss) on loan hedges.

(2) Includes UAE, Poland, Russia, Vietnam, UK, Bangladesh, Bahrain, New Zealand and Sri Lanka.

Strong Financial Performance

(Constant \$B)



Note: Totals may not sum due to rounding. Constant dollar excludes the impact of foreign exchange translation into U.S. dollars for reporting purposes, based on average exchange rates for 3Q'18, and is a non-GAAP financial measure. For a reconciliation of constant dollars to reported results, please refer to Slide 25.

(1) Revenue excludes, as applicable, CVA/DVA in 4Q'15 and as used throughout this presentation, is a non-GAAP financial measure. For a reconciliation of this information to reported results, please refer to Slide 25.



Asia Franchise – Growth Drivers

1

Macro



- Sustainable Asia GDP growth
- Strength of intra-Asia flows
- Emergence of strong regional corporate champions

2

Structural



- Pan-regional Asia presence / expertise
- Connectivity to Citi's global network
- Leveraging synergies across Consumer and Institutional franchise

3

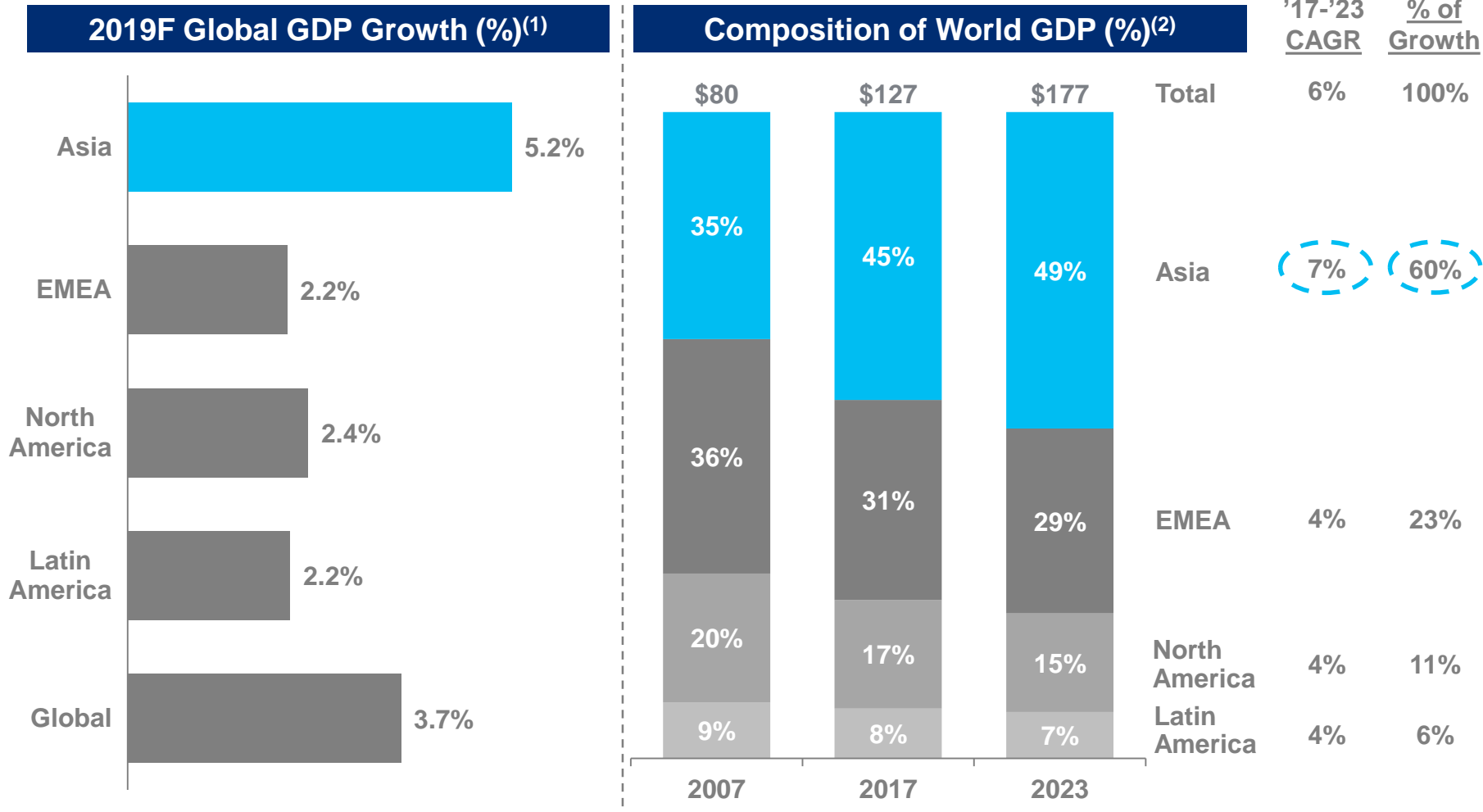
Digital and Data Capabilities



- Delivering seamless, easy-to-access digital services
- Leveraging data for actionable insights
- Engaging with emerging ecosystems and new partners

1 Asia Continues to Drive Global Economic Growth

(\$T)



Note: Source: IMF World Economic Outlook, October 2018. Totals may not sum due to rounding.

(1) Real GDP Growth Forecast.

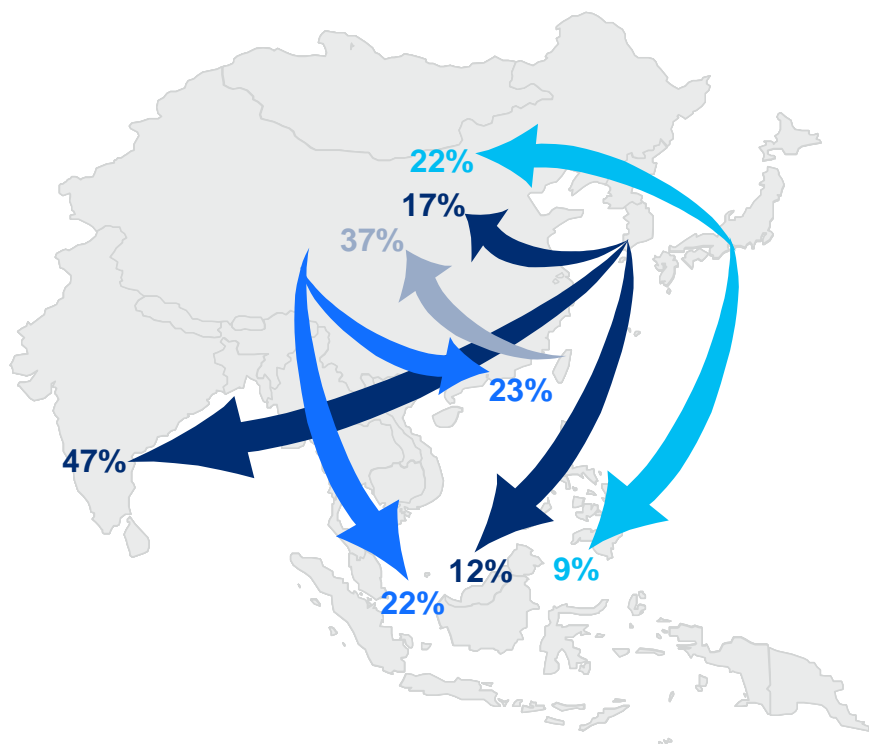
(2) GDP on Purchasing Power Parity (PPP) Basis, International Dollars.

Intra-Asia Flows Contributing to Corporate Growth

Growing Intra-Asia Corporate Activity⁽¹⁾

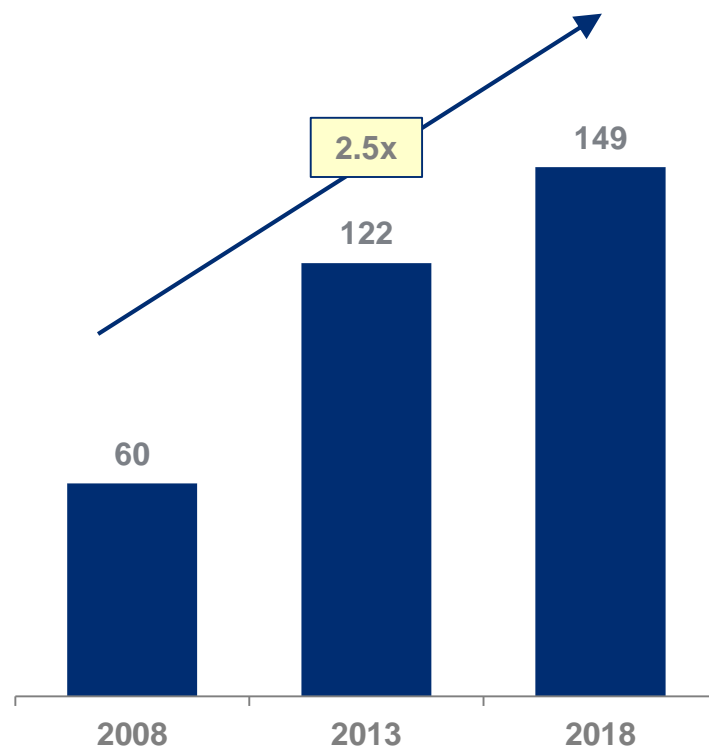
(YTD'18 vs. YTD'17 client revenue growth)

- Korea Based Companies ■ Japan Based Companies
- China Based Companies ■ Taiwan Based Companies



Emergence of Asia EM Champions⁽²⁾

(Asia EM Companies in Fortune Global 500)



Growing with our clients as they expand their footprints across Asia

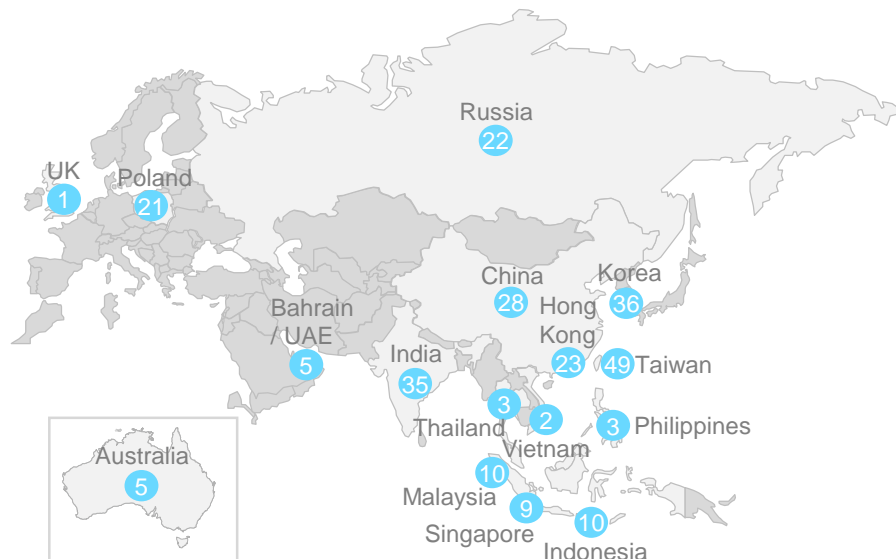
Note:

- (1) Represents YTD actual growth in client revenues generated with local subsidiaries of Asia-based parent companies.
 (2) Asia excludes developed markets, Japan and Australia. EM: Emerging Markets.

2 Citi is Well Structured to Capture Opportunities

Consumer Footprint

(262 branches; 17MM clients)



- Leading wealth management franchise
- Growing lending platform
- \$99B in deposits; \$70B in AUMs; \$88B in loans⁽¹⁾

Institutional Presence

- Full suite of institutional products and services
- 20 trading floors across Asia
- Leading Asia Pacific Fixed Income franchise⁽²⁾
- Growing Corporate and Investment Banking franchise with on-the-ground presence in 16 Asia markets and 1,000+ bankers
- Large Treasury and Trade Solutions network with proprietary presence in 16 Asia markets
- Large Securities Services network with presence in 16 Asia markets
- \$161B in deposits⁽¹⁾, driven by TTS
- \$64B in ICG loans⁽¹⁾

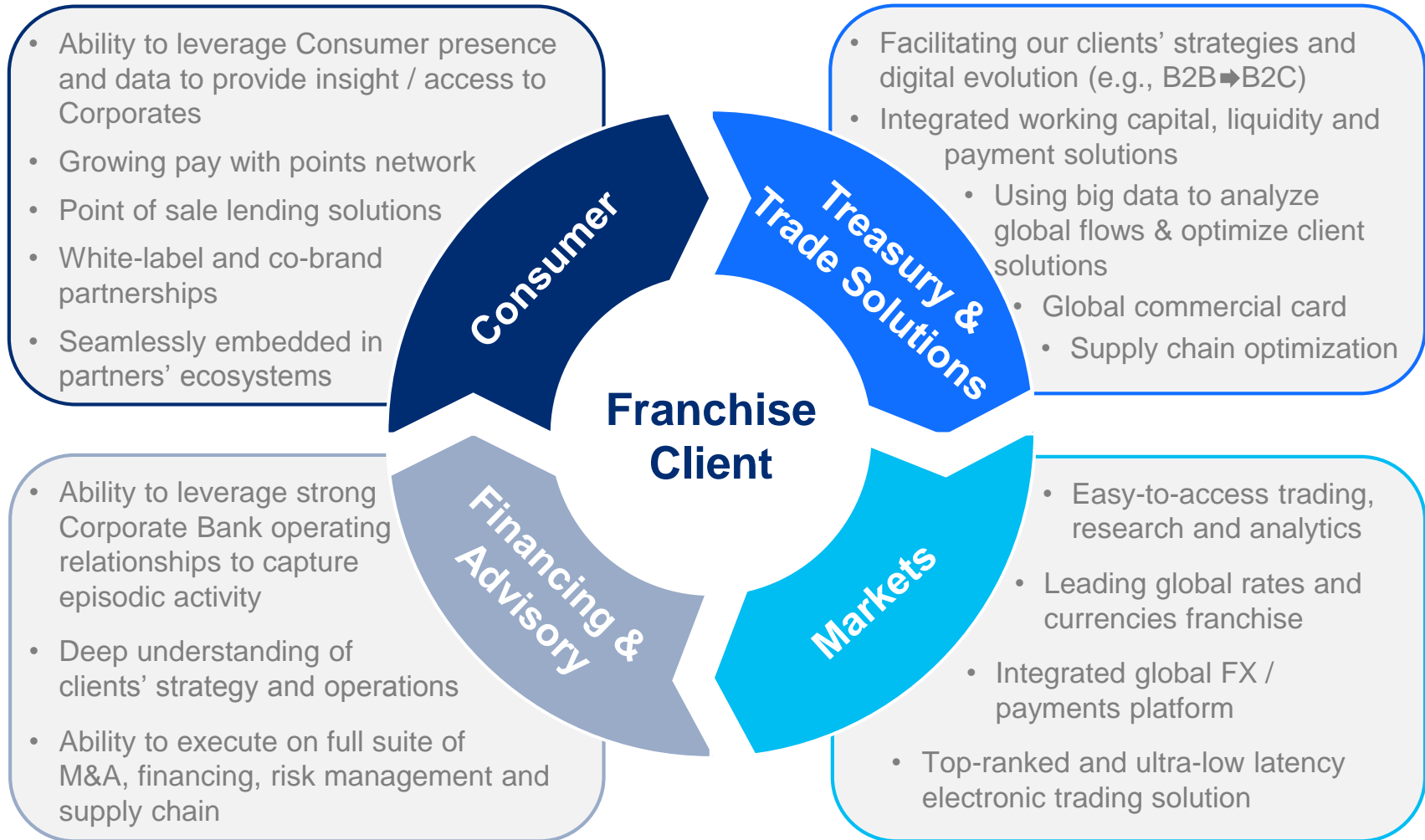
Citi Asia's broad regional footprint is well positioned to capture growth

Note:

(1) As of September 30, 2018.

(2) Asia Pacific Fixed Income Greenwich Survey – November 2017.

2 Leveraging Synergies Across GCB and ICG



Delivering full franchise capabilities across GCB and ICG to our clients

3 Leveraging Digital and Data Capabilities

Delivering Seamless, Easy-to-Access Services

- **Consumer Banking** – full service digital lending and wealth management platform
 - 30+% YoY growth in Asia active mobile users at 3Q'18
- **CitiDirect BE** – digital corporate payment, receivables and trade services in 135+ currencies
- **CitiVelocity** – research, data and analytics platform with 85K client users in 136 countries



- *Best Mobile Banking App Award 2018 – Asia Pacific*
- *Best Corporate / Institutional Digital Bank Award 2018 – Asia Pacific*

Leveraging Data for Actionable Insights

- Personalized real-time, geo-located card usage offers
- Machine-learning driven personalized loan pricing
- Real-time models for call reason prediction
- Common point of purchase fraud detection
- Salesforce productivity optimization
- Global flows analytics for supply chain visualization and optimization
- Real-time payments visibility and insights

Engaging with New Partners & Ecosystems

- Open architecture with **common global APIs**
- Enables seamless, efficient connectivity to partner platforms and ecosystems:
 - Pay with points network
 - White label and co-brand opportunities
 - Integrated into social networks for loan and payment services



Customer relevance no longer bound to a bank's branch, website or mobile App

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Asia Consumer Banking

Key Takeaways

Positioned to Deliver Attractive, Sustainable Returns

A
differentiated
franchise...

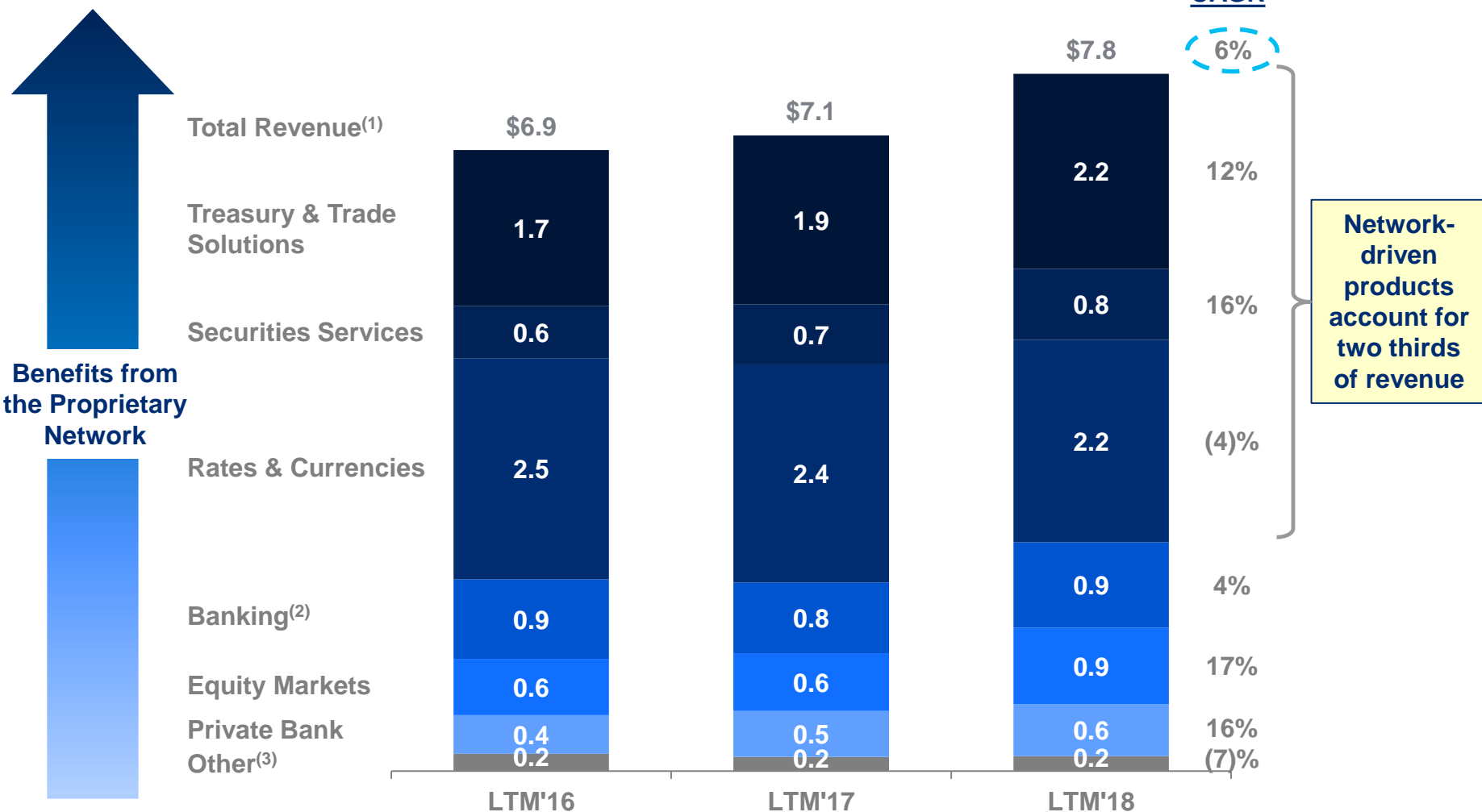
- Leading institutional franchise in Asia with **pan-regional presence** and a **full suite of products and services**
- Long-standing presence with **deep local market expertise** and **trusted relationships**
- **Nimble, innovative franchise** that leverages Citi's Consumer and Institutional network and technology
- Uniquely positioned to take advantage of **evolving global trends** and the emergence of rapidly expanding global companies with multi-product needs
- A **culture** committed to **enabling responsible growth** and progress

...with
significant
upside
potential

- A track record of **growing wallet share** with our target clients and **innovating** to meet evolving client needs
- **Resilient macro backdrop** with continued development of capital markets
- Growing number of **emerging multi-nationals** in the region
- Opportunities to grow with our clients while continuing to deliver **attractive efficiency and returns**

Regional & Global Network Drives Recurring Revenue

(Constant \$B)



Note: Totals may not sum due to rounding. Constant dollar excludes the impact of foreign exchange translation into U.S. dollars for reporting purposes, based on average exchange rates for 3Q'18. For a reconciliation of constant dollars to reported results, please refer to Slide 25.

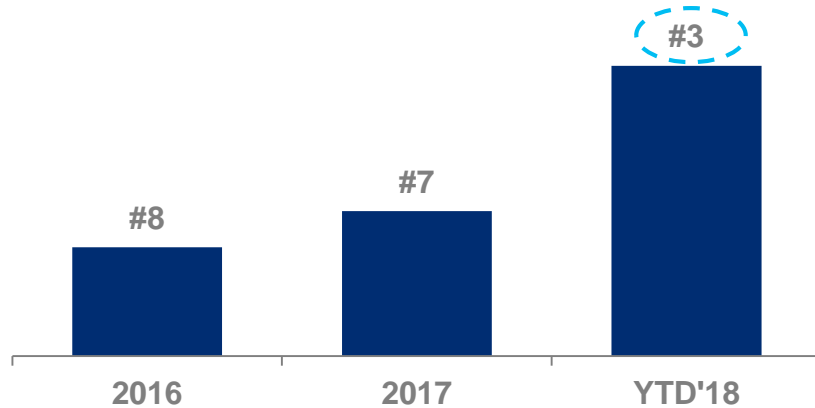
(1) Revenue excludes CVA/DVA in 4Q'15. For a reconciliation to reported results, please refer to Slide 25.

(2) Includes Investment Banking and Corporate Lending revenues. Corporate Lending revenues exclude gain / (loss) on loan hedges.

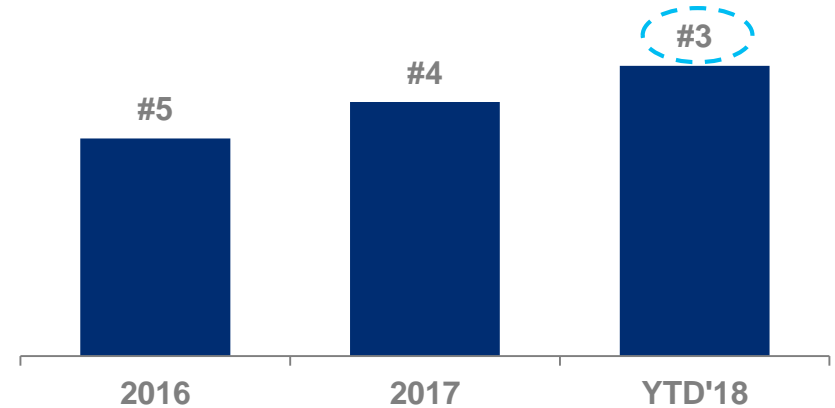
(3) Includes Other Markets & Securities Services, Spread Products, and the gain / (loss) on loan hedges.

Strong Operating Relationships Drive Episodic Deal Flow

Improving Announced M&A Ranking⁽¹⁾



...And Equity Capital Markets Ranking⁽¹⁾



Notable Deals



Largest
Private Placement

Joint Financial Advisor

US\$14 Billion
June 2018



Largest
Take-Private in Asia

M&A Advisor /
Joint Lead Arranger

US\$16 Billion
January 2018



Largest
Global Tech Follow-On

Joint Global Coordinator

US\$10 Billion
March 2018



Largest
IPO in Vietnam

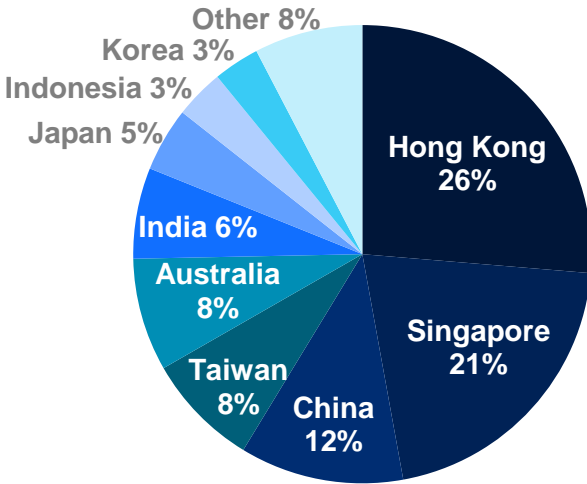
Joint Global Coordinator

US\$1.35 Billion
May 2018

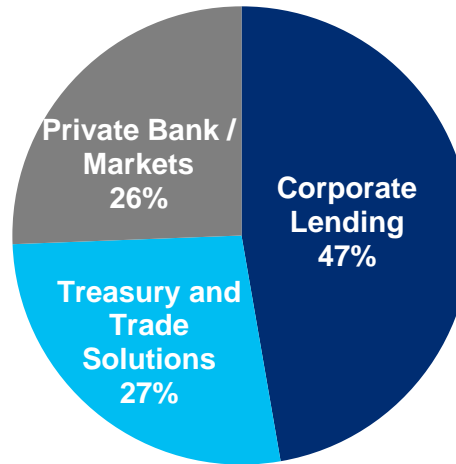
Target Client Strategy Drives High Quality Credit Portfolio

Geographic Loan Distribution

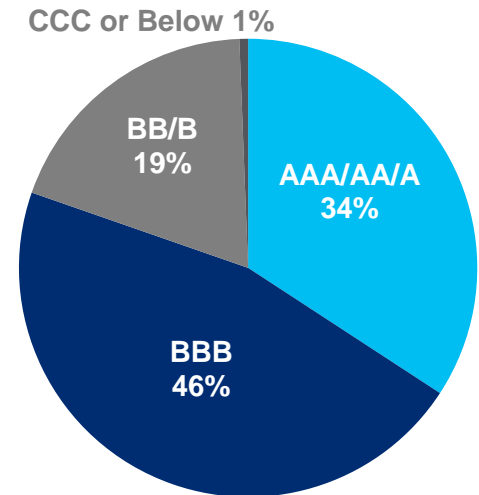
EOP Loans⁽¹⁾: \$64B



Loan Composition



Exposure by Ratings⁽²⁾



Diversified credit portfolio – 80% of exposures rated investment grade with loss rate <5bps

Note: Totals may not sum due to rounding. All data as of September 30, 2018.

(1) Represents total direct outstandings within ICG.

(2) Exposure represents direct outstandings and unfunded lending commitments within ICG excluding private bank.

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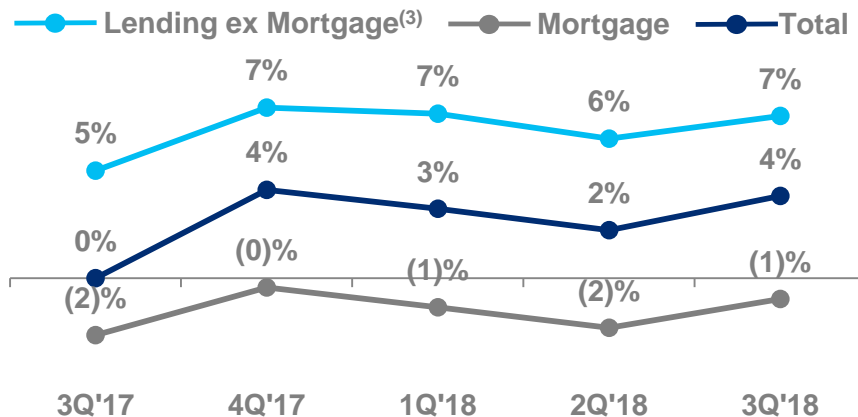
Asia Consumer Franchise

(Constant \$B)

Execution Priorities

- Revenue CAGR of ~4% through 2020⁽¹⁾
- Extend leadership in wealth management
- Grow Cards and personal unsecured lending with digital / mobile capabilities
- Expand digital partnerships with regional players
- Mitigate regulatory headwinds

Average Loans



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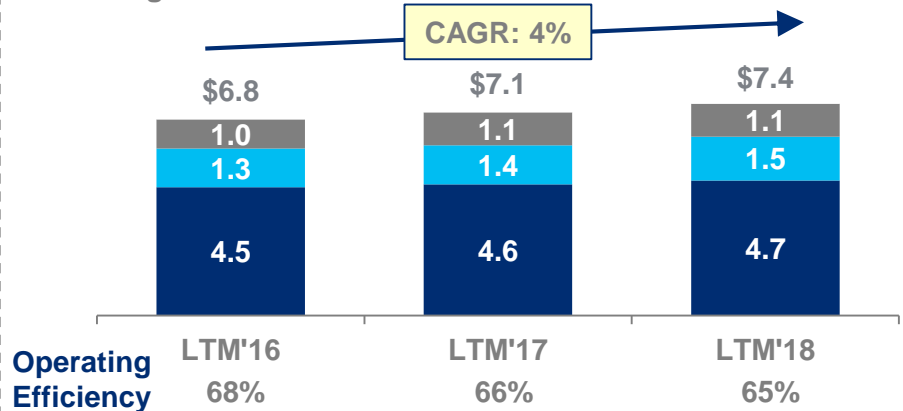
(1) Illustrative revenue growth expectation from LTM 2Q'17 through 2020, as described at Citi's 2017 Investor Day.

(2) Lending includes cards, mortgage, commercial, personal lending and other lending. Wealth Management (WM) ex Investment Products includes deposits, insurance and other wealth management revenues. Investment products includes FX products.

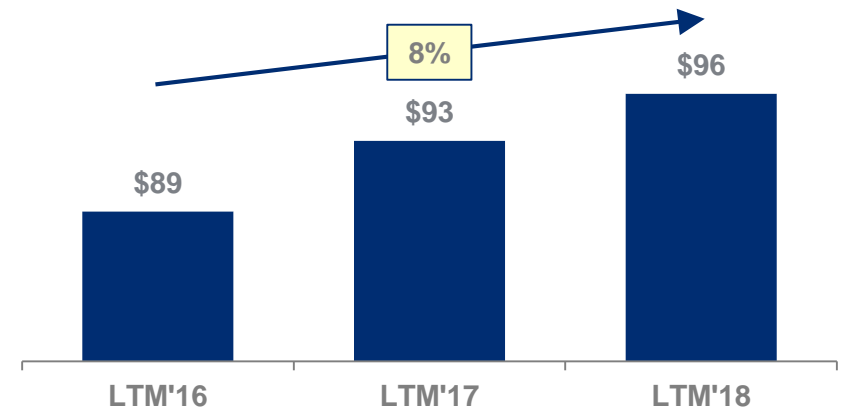
(3) YoY growth rates for Lending ex. Mortgage exclude the inorganic impact of the Coles card portfolio (acquired in 1Q'17) and the non-core personal loan portfolio of \$0.7B as of 3Q'18.

Revenues

■ Lending⁽²⁾ ■ WM ex Inv. Products⁽²⁾ ■ Investment Products⁽²⁾



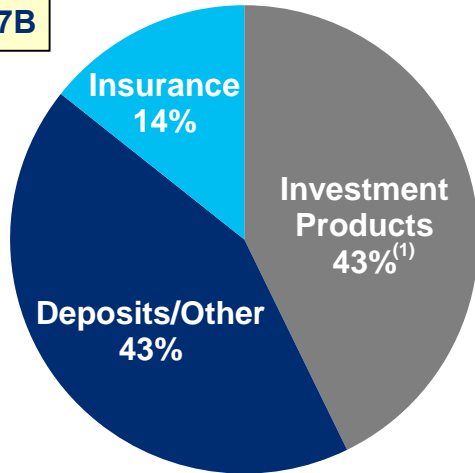
Average Deposits



Continued Leadership in Wealth Management

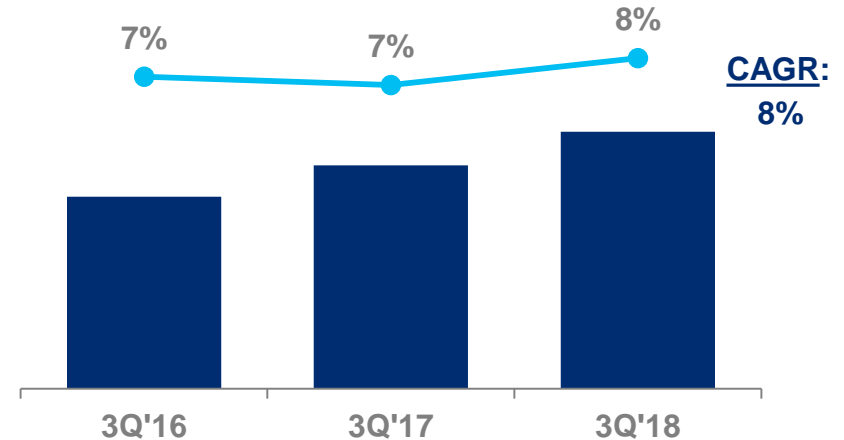
Wealth Management Revenues

LTM'18: \$2.7B



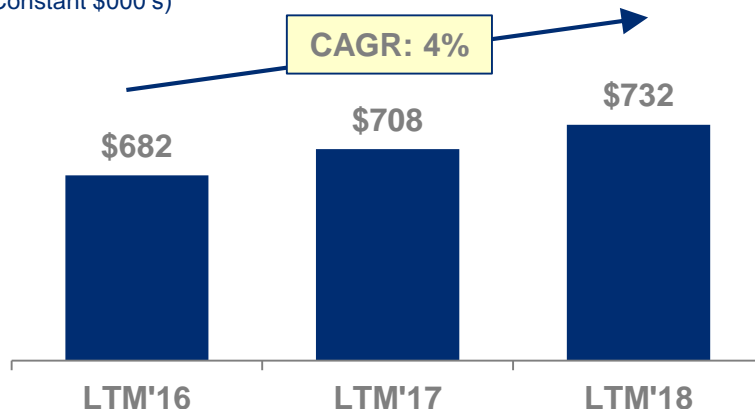
Leading Position with Affluent Clients

■ Citigold Clients ● Net New Money Growth⁽²⁾



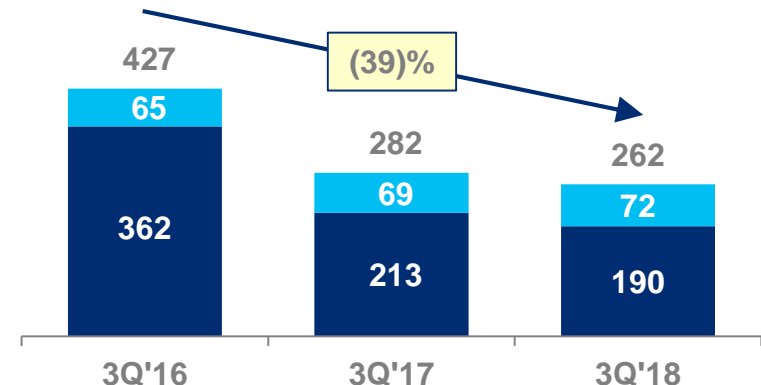
Relationship Manager Productivity⁽³⁾

(Constant \$000's)



Network Optimization & Wealth Hubs

■ Branches ■ Wealth Hubs



Note: Totals may not sum due to rounding. Constant dollar excludes the impact of foreign exchange translation into U.S. dollars for reporting purposes, based on average exchange rates for 3Q'18.

(1) Investment products includes FX products.

(2) Based on total deposits and investments on a last twelve months basis.

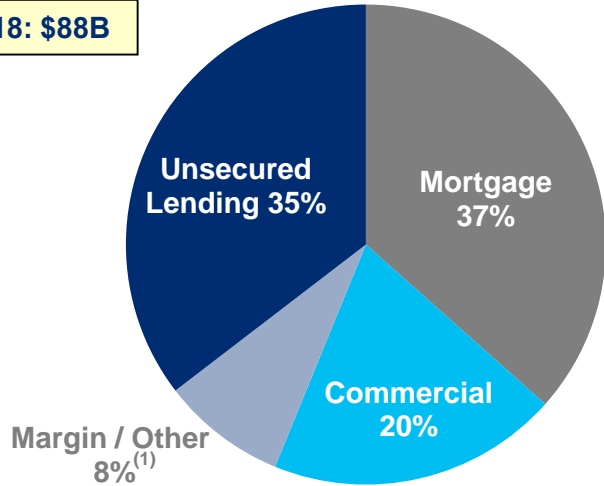
(3) Average revenue per Citigold Relationship Manager. Includes investment products, FX, premium accounts, and non-credit insurance.

Driving Growth in Unsecured Lending

(Constant \$B)

EOP Loan Composition

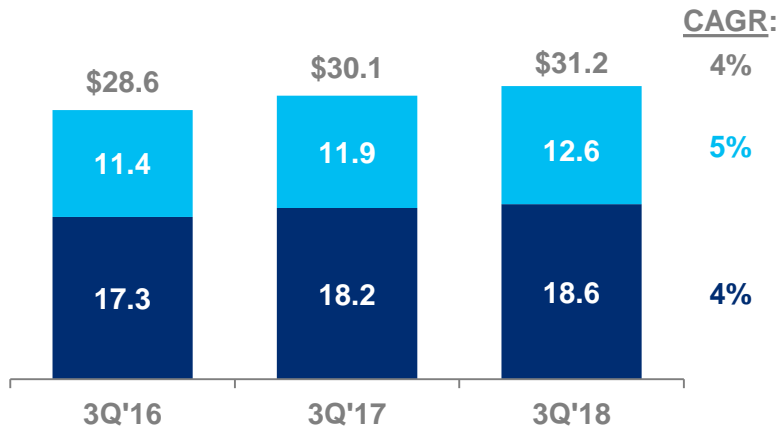
3Q'18: \$88B



Growing Unsecured Lending

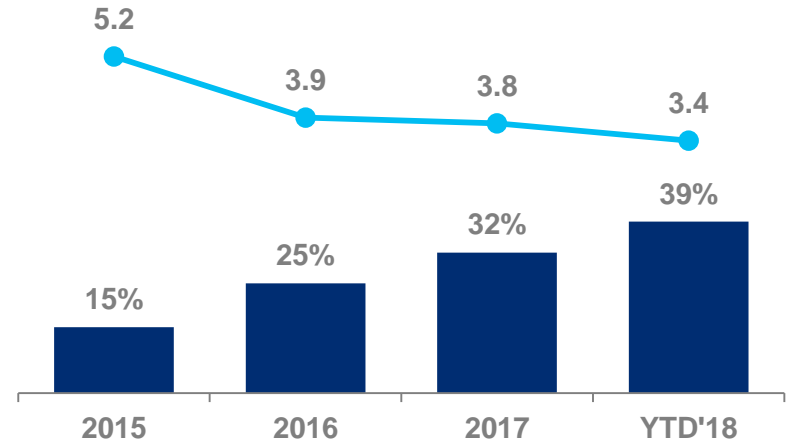
(EOP)

■ Cards ■ Unsecured Personal Loans



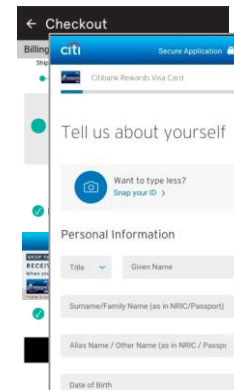
Shifting Acquisitions to Digital

■ Card Acquisitions (% Digital) ● Cards Salesforce (000's)



Digital Origination Platform and Partnerships

Partners & Aggregators



20 Note: Totals may not sum due to rounding. Constant dollar excludes the impact of foreign exchange translation into U.S. dollars for reporting purposes.

(1) Includes margin loans and the non-core personal loan portfolio of \$0.7B as of 3Q'18.

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Key Takeaways

Key Takeaways

Highly efficient and profitable franchise in Asia

- Strong contributor to overall Citi results with an efficiency ratio of 56.9% and 11% annualized EBT growth over the past two years
- Strong credit discipline with overall net credit loss rate under 45bps over the last twelve months

Benefitting from a growing region with high digital adoption

- Diversified sources of growth across markets
- Strong wealth creation with growing middle class
- Growing number of multi-national, emerging market champions and expansion of intra-Asia trade corridors

Well positioned for growth in both institutional and consumer businesses

- Long-standing institutional presence – leveraging Citi’s global network, digital capabilities and deep regional / local-market expertise
- Strong consumer brand across Asia – transforming the client experience and capturing more of the wealth opportunity in a growing market

Certain statements in this presentation are “forward-looking statements” within the meaning of the rules and regulations of the U.S. Securities and Exchange Commission (SEC). 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, among others, the efficacy of Citi’s business strategies and execution of those strategies, such as those relating to its key investment, efficiency and capital optimization initiatives, governmental and regulatory actions or approvals, geopolitical and macroeconomic uncertainties, challenges and conditions, such as the level of interest rates, and the precautionary statements included in this presentation and those contained in Citigroup’s filings with the SEC, including without limitation the “Risk Factors” section of Citigroup’s 2017 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 positioned to the right of the word.

citi®

Adjusted Results and FX Impact Reconciliation

(\$MM, except balance sheet items in \$B)

| Asia Consumer Banking⁽¹⁾ | LTM'18 | LTM'17 | LTM'16 |
|--|------------------|----------------|----------------|
| Reported Revenues | \$7,557 | \$7,147 | \$6,846 |
| Impact of FX Translation | (175) | (57) | (7) |
| Revenues in Constant Dollars | \$7,382 | \$7,090 | \$6,839 |
| Reported Operating Expense | \$4,876 | \$4,722 | \$4,672 |
| Impact of FX Translation | (108) | (21) | 1 |
| Operating Expense in Constant Dollars | \$4,768 | \$4,701 | \$4,673 |
| Reported EBT | \$1,990 | \$1,803 | \$1,522 |
| Impact of FX Translation | (49) | (26) | - |
| EBT in Constant Dollars | \$1,941 | \$1,777 | \$1,522 |
| Reported Average Deposits | \$98 | \$93 | \$89 |
| Impact of FX Translation | (2) | 0 | 0 |
| Average Deposits in Constant Dollars | \$96 | \$93 | \$89 |
| Asia Institutional Clients Group | LTM'18 | LTM'17 | LTM'16 |
| Reported Revenues | \$7,897 | \$7,171 | \$6,990 |
| Impact of CVA/DVA | - | - | (15) |
| Adjusted Revenues | \$7,897 | \$7,171 | \$7,005 |
| Impact of FX Translation | (139) | (99) | (97) |
| Revenues in Constant Dollars | \$7,758 | \$7,072 | \$6,908 |
| Citigroup | LTM'18 | | |
| Reported Net Income | \$(5,161) | | |
| Impact of: | | | |
| Tax Reform | (22,594) | | |
| Adjusted Net Income | \$17,433 | | |

25 Note: LTM is defined as the last twelve months ending September 30th unless otherwise noted. Totals may not sum due to rounding.

(1) Asia GCB includes the results of operations of GCB activities in certain EMEA countries for all periods presented.

