

# Delivering the full power of our franchise

Citi's strategy is built around our five interconnected businesses. In each, we have what it takes to compete and grow our returns in order to meet the financial targets we shared at Investor Day in 2022.

*Strategic investments in our five interconnected businesses*

Services	Banking	Markets	U.S. Personal Banking	Global Wealth Management
<b>Treasury and Trade Solutions</b> <b>Securities Services</b>	<b>Investment Banking</b> <b>Corporate Banking</b> <b>Commercial Banking</b>	<b>Markets</b> <b>Fixed Income</b> <b>Equities</b>	<b>Branded Cards</b> <b>Retail Services</b> <b>Retail Banking</b>	<b>Citi Private Bank</b> <b>Wealth Management</b>
Working to deepen relationships with existing clients through new capabilities, such as 24/7 clearing and capturing synergies.	Investing in talent, particularly in our super-sector groups, and growing in the Commercial Bank to capture mid-market clients going global.	Focusing on opportunities to grow share profitably and will continue to be disciplined about deploying capital.	Investing in new products and partnerships, such as Citi Travel, and the digital experience.	Hiring client advisors, investing in digital capabilities and strengthening leadership team with Andy Sieg coming on board.

