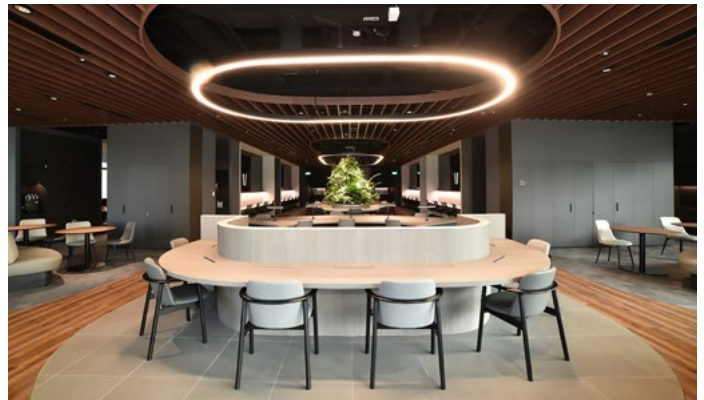


BRANCH WATCH: CITI SINGAPORE

Citi opens its largest wealth hub in Singapore

The branch provides in-demand services such as exotic currencies and meeting spaces for clients.



Citi opened its largest global wealth hub in Singapore last December 2020, catering to Citigold and Citigold Private Client customers and highlighting the importance of the Lion City as a key market for its Asia consumer business.

Located at 238 Orchard Road, the hub is set to be a holistic knowledge sharing space that will deliver an exclusive, personal investment service that focuses not only on individual financial goals but also what wealth may mean to every client. It will also have built-in facilities that will host lifestyle events, investment seminars and more.

Clients can also enjoy a suite of delights including sustainably-sourced Lavazza Gourmet Coffee, TWG Tea and signature chocolate bon bons from multi award-

Citi plans to hire 330 more relationship managers by 2025



winning local pastry chef Janice Wong, including flavours and designs that have been exclusively made for the new wealth hub.

As part of Citi's "Win in Wealth" strategy in Asia, Citibank Singapore targets to double its assets under management (AUM) growth and triple its Citigold and above-qualified clients in the country by 2025. It also looks to upgrade its digital tools, expand its mobile solutions and hire over 330 relationship managers by the same year.

"Citi has an enormous opportunity to serve the growing affluent segment in Singapore. In line with our growth aspiration and despite a uniquely challenging year, we grew qualified clients by close to 5% in 2020," said Citi CEO Brendan Carney.