



## Citi

*Citi is a leading supporter of SWIFT for Corporates, recognising the importance of flexibility and choice for corporate access. Open standards provide the opportunity to simplify and optimise process efficiency and effectiveness*

“SWIFT’s secure and resilient networking capability combined with Citi’s unrivalled coverage and world class solutions is a perfect combination for Corporates.”

Hubert J.P. Jolly, Head of Information Services, Citi Global Transaction Services

SWIFT for Corporates provides Citi with a unique and powerful distribution channel to complement its core strength – unrivalled coverage and world class global transaction services. This as well as Citi’s deep knowledge of local market practices is at the core of Citi’s SWIFT for Corporates value proposition.

Of the more than 9,000 financial institutions that are members of SWIFT, Citi is the single largest user. Today over 140\* Corporate and Non-Bank Financial Institution clients have adopted a SWIFT channel for their transaction services with Citi.

(\*) As of Q2 2010



### Benefits for Corporate Users

- > Standardization of messages and connectivity
- > Local access points to Citi’s unmatched global network of more than 90 countries
- > Unparalleled reliability and robust security of the SWIFT network

### Benefits for Citi

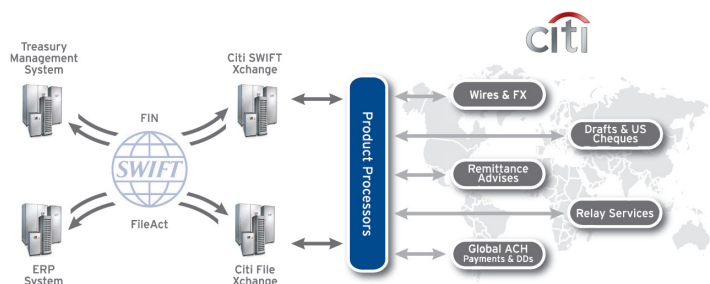
- > Standardization of messages and connectivity
- > Complements Citi access solutions with a bank-neutral connectivity option
- > Leverages Citi’s 30 years experience in SWIFT bank-to-bank communication

### Drivers

Citi has always recognized visibility, efficiency and control as key value drivers for the corporate treasurer. Through the introduction of CitiDirect Online Banking, and later on host-to-host integrated solutions like Citi File Xchange and Citi Message Xchange, Citi has enabled the full power of its global network in one single interface.

SWIFT Corporate access gives a new edge to Citi’s corporate offering. For the first time Corporates can optimize their connections, moving from the mixture of different connectivity and security solutions to one robust, secure and highly scalable network.

Apart from obvious efficiency gains, this provides the flexibility to choose banking providers based on the quality and richness of their core banking services.



## Citi's SWIFT Proposition

Citi SWIFT Xchange is the integrated host-to-host solution offering Citi's Cash Management, Trade, Treasury and Custody services through the SWIFTNet channel. The solution includes:

- Support of a wide range of MT messages through SWIFTNet FIN, as well as in batched files through SWIFTNet FileAct service.
- Market leading global ISO 20022 XML footprint, covering 90 countries
- Highest level of Straight Through Processing among all Citi systems
- Support of all file formats offered through Citi proprietary channels – CitiDirect Online Banking and Citi File Xchange

## The Citi Value-Add

### Cost efficiency

A key differentiator of Citi's offering is a true centralized Business Identifier Code (BIC) infrastructure which brings the power of entire Citi branch network through single local Citi branch connection. This ensures that transmission of payment messages or files between the client and Citi is counted as domestic, reducing the SWIFT traffic fees up to three times. In addition, Citi allows for the bulking of MT messages via SWIFTNet FileAct, which helps to further reduce messaging costs.

### Improved control with automated response messages

Citi leverages the MT199 SWIFT standard to send to clients fully automated structured response messages detailing the validation and processing status of their MT101 messages in near real time. Through these notifications clients not only gain visibility as to whether their transaction has been received and processed by Citi but also whether a message has been rejected with a reason for rejection. This gives our clients every chance of taking immediate corrective actions. These response messages can also be copied via e-mail.

### Faster Onboarding

Through Citi's centralized hub model, clients get up and running on SWIFT faster. By connecting directly to Citi using their BIC of their choice, clients access our entire branch network through one single local Citi connection, expediting

the implementation timeframe. This combined with our proven and robust process methodology ensures a smooth SWIFTNet implementation.

## Citi Experience

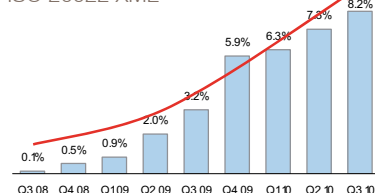
At Citi we understand that the SWIFT market is evolving. The industry spread of our SWIFT corporate clients is becoming more and more varied. Additionally, smaller corporates now comprise a significant share of our clients alongside our larger multinational corporates. Our experience clearly demonstrates that in today's environment SWIFT relevance and actual adoption is not limited to corporates of any particular industry, size or global reach.

Out of the 2 main services offered on SWIFTNet, FIN traditionally focuses on Treasury activities, while FileAct focuses on Payment/Collection Factory needs. Clients today are looking for comprehensive solutions that enable both Centralized Treasury as well as Payment and Collection Factory activities through one bank-neutral network.

That is why already 30% of Citi SWIFT Xchange clients use both our FIN and FileAct services, allowing for time-critical high value payments as well as cost-efficient transmission of large payment files.

More and more we see that clients are adopting FileAct as their channel of choice. Citi supports a wide range of industry accepted formats to meet those needs including a global footprint in ISO 20022 XML already covering 90 countries. When it comes to selecting one strategic file format, ISO XML is the clear winner among our clients. In Citi we see huge ramp up in the use of ISO XML with already over 8% of file-based transaction volumes coming to Citi in this format.

### ISO 20022 XML



## Next generation capabilities

Electronic Bank Account Management (eBAM)

The current generation of electronic banking tools has 'squeezed the lemon

dry' with respect to digitisation of basic payment instructions and information retrieval. In the next generation of electronic banking the digitisation frontier is extending to new areas such as electronic bank account management (eBAM) - striving to replace onerous, paper-based processes where possible and enhancing controls significantly. The business proposition for eBAM is resonating strongly with corporates, and we are seeing a series of important developments in this area, such as SWIFT promoting standard XML formats for eBAM messaging. Citi is an early pioneer of eBAM and we are committed to its success.

## Conclusions

SWIFT Corporate access gives an additional edge to Citi's core strength - unmatched geographical coverage and rich product set.

Reliable, secure and scalable bank-neutral channel enables cost efficiencies and optimization, improves control, and gives the corporate flexibility of choosing banking providers based on the quality of their core services.

## Citi profile

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 140 countries. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

## About SWIFT

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 9,000 banking organisations, securities institutions and corporate customers in more than 200 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest.

[www.swift.com](http://www.swift.com)