



Citigroup Inc. (NYSE: C)

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Citi Announces Top Innovations from *Citi Mobile Challenge Asia Pacific*

*Global Competition Showcases New FinTech Solutions
at Events in Bengaluru, Singapore, Sydney and Hong Kong*

HONG KONG / NEW YORK – Today Citi announced the top innovations from *Citi Mobile Challenge* in Asia Pacific. The global initiative invited developers to build solutions based on Citi’s digital platform and present concepts at events across Asia Pacific.

Solutions that will receive a cash award of USD \$25,000 each include InstaPaisa (India), Simply Wall St (Australia), SmartLoan (Hong Kong), and WePay (Singapore). Visit the [Citi Mobile Challenge website](#) to learn more about these innovations.

“*Citi Mobile Challenge* is fostering the development of new solutions that embrace mobile and digital as the preferred channels for our customers,” said Francisco Aristeguieta, Citi’s Asia Pacific CEO. “The *Citi Mobile Challenge* has proven to be an extraordinary process through which we have identified and accelerated the deployment of solutions in the digital space to enhance the banking experience for our clients.”

“We issued an open call to developers to submit bold, transformative banking solutions, and their response was overwhelming,” said Heather Cox, CEO of Citi FinTech. “This was the biggest and most competitive *Citi Mobile Challenge* yet. These developer teams share our passion for FinTech, and solutions that engage, connect, serve and surprise.”

Teams from 15 countries presented 72 working prototypes to Citi executives and technology influencers at four Demo Days in November held in Bengaluru, Singapore, Sydney and Hong Kong. Finalists competed for a share of USD \$100,000 in cash, an opportunity to explore bringing their technologies into production, and a suite of services from *Citi Mobile Challenge* sponsors. Entries were evaluated on impact, viability, user experience and functionality.

Citi Mobile Challenge Asia Pacific Award Recipients:

- Most Intuitive Personal Financial Management Solution – CashTrack (Singapore)
- Most Transformative Use of Blockchain - Cetas (India)
- Most Innovative Productivity Solution - Ezidox (Australia)
- Best Mobile Loyalty Solution - Eztable (Taiwan)
- Best Mobile Mortgage Solution - Finotek (Korea)
- Most Innovative Lending Solution - InstaPaisa (India)

- Most Innovative Servicing Solution - Live Ninja (United States)
- Most Innovative Supply Chain Solution - Mindgate (India)
- Most Personalized Use of Big Data - Moneythor (Singapore)
- Best Client Engagement Tool - Moxtra (India)
- Best Data Visualization Solution - Simply Wall St (Australia)
- Best Money Manager Solution - SmartLoan (Hong Kong)
- Best Authentication Solution - SmartSign (Korea)
- Most Innovative Travel Solution - Travie (Hong Kong)
- Most Imaginative Payment Solution - WePay (Singapore)

Throughout the program, Citi teamed up with a number of leading technology and financial services firms.

“With *Citi Mobile Challenge* Asia Pacific, we engaged more partners than ever before and together we reached a record number of developers and startups to expand our global FinTech network,” said Jorge Ruiz, Global Head of Digital Acceleration at Citi. “PwC helped us launch our first curriculum and mentorship program and coordinated in-person coaching events prior to each Demo Day. IBM and several other companies contributed their own awards to Citi Mobile Challenge finalists, increasing the visibility and value for these startups.”

Citi Mobile Challenge Sponsor awards include:

- IBM selected four “Most Innovative Use of Bluemix” solutions which will each be eligible to receive a suite of awards and services from IBM: NeoEyed, QRInno, Kutumba, and Chiemo.
- AIA named two top innovations that will each receive USD \$5,000 as well as opportunities to showcase their innovations at AIA Accelerator’s Demo Day in March 2016: Strap and FirstStep.
- MasterCard announced four teams will receive access to MasterCard’s one week startup immersion program in Singapore, ran by MasterCard StartPath, as well as USD \$2,500 to subsidize expenses: NeoEyed, OnePay, Rewards Anywhere, and Airsig.
- Allianz Worldwide Partners will award USD \$5,000 each to two top innovations: Moneythor and Chiemo.
- Mu Sigma announced four teams will be offered a five-day program at Mu Sigma University, complete with accommodations in Bengaluru: Athena, QR*Cool, Tara, and Strap.

First held in Latin America in 2014, the *Citi Mobile Challenge* has traveled to the U.S., Europe, the Middle East, Africa and Asia Pacific, with participation from thousands of

developers across more than 100 countries. For more information about *Citi Mobile Challenge* and the top innovations, visit www.citimobilechallenge.com and follow along on social media: #CitiMobileChallenge.

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About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. 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.

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