

## 花旗(台灣)銀行重要通知

親愛的客戶您好，

謹此通知，花旗已與星展達成協議，收購花旗在台灣消費金融業務，包括信用卡、信用貸款、零售銀行業務、房貸，以及財富管理業務等。

這項交易，對花旗、我們的員工，以及我們的客戶來說，都是非常正面的結果。

我們很高興和星展攜手合作，星展和花旗享有共同的價值文化，致力於提供卓越的產品、服務和客戶體驗。

請您放心，這項公告僅是整個業務移轉過程的開始，預期會需要一段時間，交易仍待主管機關核准。在此之前，您的信用卡(包含紅利點數)、貸款、存款、投資帳戶，或透過花旗申購的任何產品都不會受到立即影響。

花旗台灣的消費金融業務，以及花旗銀行服務團隊，包括我們的理財專員、分行、電話理財中心、花旗網路銀行和花旗行動生活家，營運一切如常，將持續為您服務。

花旗始終致力為您提供卓越的服務。未來，我們將與您進一步分享更多訊息。

敬祝

2022 年平安順心 虎虎生風

慕嘉

花旗(台灣)銀行消費金融總事業群負責人

## 1.發生了什麼事？

- 花旗 2022 年 1 月 28 日宣布與星展達成收購花旗台灣消費金融業務的重要協議。花旗退出包含台灣 13 個市場的消费金融業務是配合全球策略調整。
- 在出售過程中，有不少潛在買家展現高度興趣，希望收購花旗消費金融業務，包括信用卡、信用貸款、零售銀行業務、房貸以及財富管理業務等。
- 在業務移轉完成之前，花旗服務客戶的方式都不會受到立即影響。花旗(台灣)銀行消費金融業務的所有營運，包括花旗服務團隊、客戶關係經理、分行、電話理財中心、網路理財及花旗行動生活家的服務方式都一切如常。

## 2.為何花旗要出售消金業務？

- 在2021年4月，作為正在進行的全球策略調整的一部份，花旗宣佈出售消費金融業務，以投資於具有競爭優勢及規模的業務上，為客戶提供優質服務，為股東帶來高報酬。因此，花旗將消費金融集中在四個財富中心—新加坡、香港、倫敦和阿聯酋，並退出亞洲和歐洲、中東和非洲，包括台灣13個市場的消费金融業務。
- 這個策略調整為花旗在台灣企業金融業務帶來進一步投資及成長的機會，提供客戶市場領先的企業及投資銀行、資本市場及財務顧問服務，財資暨貿易金融，及證券服務解決方案等。
- 花旗在台灣深耕 57 年，是花旗業務的重要市場。

## 3.請問這是正面的結果嗎？

- 我們很高興找到星展強而有力的夥伴。星展是亞洲首屈一指的金融機構，提供優質的產品、服務及客戶經驗。星展雀屏中選是因為他們與花旗擁有相同的價值，且他們承諾將與花旗同樣致力於人才培育並提供卓越的產品、服務和客戶體驗。

#### 4. 這對花旗客戶會有什麼影響？

- 花旗服務客戶的方式或是您與花旗往來的方式不會受到立即的影響。
- 客戶可繼續透過花旗網路銀行及行動生活家使用銀行產品及服務。我們在台灣的營運，包括客戶關係經理、電話理財中心、分行及財富管理中心會一如往常服務客戶。
- 當客戶受到任何影響時，我們將會提前通知。我們承諾會提供客戶同樣的優質服務。

#### 5. 我的花旗信用卡/個人貸款會受到影響嗎？

- 花旗服務客戶的方式不會受到立即的影響。您在花旗持有的信用卡和貸款帳戶仍然持續有效，以及您所享受的優惠，暫時都不會調整。
- 您的信用卡和貸款帳戶最終將會移轉至星展。該公告只是業務移轉過程的開始，尚待主管機關核准，花旗將確保業務移轉無縫接軌。
- 當我們開始進行產品/帳戶移轉時，我們會提前通知您。

#### 6. 優惠活動期間適逢消金出售案完成，請問會有什麼影響？優惠仍然有效嗎？

- 是的，所有正在進行中的活動優惠將持續提供，如果您符合活動條件和資格，權益不受影響。
- 如果有任何調整，我們將會向您充分告知。

#### 7. 花旗的紅利點數和哩程數會有什麼影響？如果花旗移轉到星展，萬一我的信用卡被取消，是不是應該現在就全部兌換？

- 您所持有的信用卡花旗紅利點數與哩程數仍然有效，不受出售案影響。
- 紅利點數及哩程數的使用或現行的兌換比率都沒有立即改變。只要符合消費條件，您仍然可以透過信用卡，持續累積花旗紅利點數與哩程數。
- 如果花旗紅利點數及哩程數有任何調整，我們保證將會向您充分告知。

## 8. 是否需要為我的信用卡定期交易/自動扣繳或貸款償還，作出新的調整或另行安排？

- 該公告只是業務移轉過程的開始，尚待主管機關核准以及兩家銀行完善的規劃，以確保業務移轉無縫接軌。
- 在業務移轉完成前，您現有的信用卡付款/貸款還款將保持不變，且不會中斷。如有任何調整，我們將會向您充分告知。

## 9. 既然花旗決定賣給星展了，為什麼你們還在開立新帳戶，邀請客戶推薦新客戶？

- 花旗服務客戶的方式不會受到立即的影響，我們營運如常。
- 作為出售完成的一環，新核發的信用卡/貸款帳戶將會移轉到星展。

## 10. 客戶的定存及存款帳戶會有什麼影響？

- 客戶的定存及存款帳戶目前不會受到影響。
- 這些產品將會伴隨著出售移轉到星展，但過程可能需要一段時間。

## 11. 客戶投資的基金及債券會有什麼影響？

- 客戶在花旗持有基金及債券的部位目前不會受到影響。
- 如同我們過去的服務方式，我們會持續通知客戶關於他們的資產配置及投資的最新狀況。當情況許可時，我們將會向客戶提供進一步的說明。

## 12. 如果你們已經在進行業務移轉了，為什麼還要邀請客戶開戶、投資新的產品、邀請我做客戶推薦？

- 花旗服務客戶的方式或是您與花旗往來的方式不會受到立即的影響。
- 同時，我們營運一切如常。我們相信，花旗投資產品的多元性、前瞻的觀點及貼近客戶生活方式的產品與服務，可以為客戶提供獨特的價值。
- 我們的客戶關係經理在市場上是最具經驗且專業的，我們希望有更多的客戶能持續從他們的服務獲益

**13.我現在的客戶關係經理會繼續服務我嗎？**

- 花旗服務客戶的方式或是您與花旗往來的方式不會受到立即的影響。若有任何改變，我們將會提前通知。

**14.我在星展已經有投資產品了，我可以移轉至花旗嗎？或若我在花旗已經有投資產品了，我可以移轉到星展嗎？**

- 你當然可以依照正常管道成為星展或花旗的客戶。但在交易完成前，星展及花旗仍將會以兩家不同的事業體營運。

**15.我的保險會受到影響嗎？**

- 花旗服務客戶的方式或是您與花旗往來的方式不會受到立即的影響。當客戶的保險會受影響時，我們將會提前通知。

**16.我是境外的客戶，出售後我可以繼續投資嗎？**

- 花旗服務客戶的方式或是您與花旗往來的方式不會受到立即的影響。若有任何改變，我們將會提前通知。

**17.我的投資是有獲利的。出售後我可以繼續投資，並且得到同樣的服務嗎？**

- 花旗服務客戶的方式或是您與花旗往來的方式不會受到立即的影響。



## Important advisory on Citi's Consumer Banking business in Taiwan

Dear Valued Customer,

I am writing to let you know that Citi has reached an agreement with DBS for the acquisition of Citi's Consumer Banking business in Taiwan, which includes credit cards, personal loans, retail banking, mortgages and wealth management solutions.

This is a positive outcome for our people, our customers, and for Citi.

We are delighted to find a strong partner. DBS is a leading Asian institution who shares the same values as Citi, and they are committed to maintaining the same priority to deliver excellent customer experience.

Rest assured, there will be no immediate impact to your credit card accounts (including reward points), loan accounts, deposits, investments, or any other product you may hold with us. This announcement is the start of a process that we expect will take time, with closing of the transaction subject to regulatory approvals.

Until such time, all our Consumer Banking business operations, Citibank service teams including our Relationship Managers, branches, call centers, Citibank Online and mobile banking services, will continue to serve you as usual.

We at Citi remain committed to serving you with excellence. We will be sharing further updates with you in the future.

Best Regards,  
Muge Yuzuak  
Consumer Business Head  
Citi Taiwan





## 1. What has happened?

- On 28 January 2022, Citi announced it has reached an agreement with DBS for the acquisition of Citi Taiwan's Consumer Banking business. This is in line with a strategic review that determined Citi would exit its consumer businesses in 13 markets, including Taiwan.
- The announcement follows Citi receiving significant interest from several potential buyers during the auction process who were keen to acquire Citi's Consumer Banking business, which includes credit cards, personal loans, retail deposits and wealth management solutions for high-net-worth individuals.
- There is no immediate change to the way Citi serves its clients. All operations supporting Taiwan Consumer Business including Citi Service team, Relationship Managers, Branches, CitiPhone, Citibank online and mobile banking services will continue to serve customers as usual.

## 2. Why is Citi selling the business?

- In April 2021, as part of our ongoing strategy refresh, Citi announced actions in the Global Consumer Bank that would enable more targeted investment to businesses where we have the competitive advantages and scale necessary to deliver high quality services to our clients and drive higher returns for our shareholders. As a result, Citi will focus its consumer business in four wealth centers - Singapore, Hong Kong, London and UAE - and it is pursuing exits from its Consumer businesses in 13 markets across Asia and EMEA, including Taiwan
- This strategy refresh presents an opportunity to invest further and grow Citi's Institutional Clients Group franchise in Taiwan which provides clients access to market leading corporate and investment banking, capital markets and advisory, treasury and trade and markets and securities services solutions.
- Citi has been in the Taiwan for 57 years and it remains an important market for the business.

### **3. Is this a good outcome and why?**

- We are delighted to find a strong partner in DBS, a leading Asian institution committed to providing great products, services and customer experiences. DBS was selected as a strong regional buyer who shares the same values as Citi, and they are committed to maintaining the same priority we have on our people and our clients.

### **4. What changes will customers/clients experience?**

- There is no immediate change in the way Citi serves its clients.
- Clients can continue to use the Citibank Online and mobile banking services, for all their Citi products. Our banking operations, including call centers, continue to operate as they do today.
- As and when there are changes for our clients, we will of course let them know ahead of time. We are committed to ensuring that customers continue to receive the high-quality service they are accustomed to.

### **5. What changes will customers/clients experience?**

- There is no immediate change in the way Citi serves its clients as a result of this announcement. The credit cards and loan accounts that you hold with us remain active for usage and the benefits you enjoyed will remain unchanged for now.
- Your credit card and loan account will eventually be migrated to DBS. This announcement is the start of a process and would go through the requisite regulatory approvals and necessary planning to ensure a seamless transition.
- As and when we commence the product/account migration, we will inform you ahead of time.



**6. What happens to limited time offers that may coincide with the completion of the sale? Will the offer still hold valid?**

- Yes, all ongoing offers will continue to be fulfilled if you qualify per the campaign mechanics and eligibility criteria.
- Should there be any changes, we will ensure sufficient notice is given to you.

**7. What will happen to Citi Reward points & miles? Is it best to redeem them all now in case the card I have is cancelled when Citi transitions to DBS?**

- All your existing Citi Rewards points & Miles remain valid on your credit card, as a result of the sale.
- There is no immediate change to the usage or the current conversion rates. You will continue earning Citi Rewards points and Miles for all eligible spend on your credit card.
- If there are changes to our Citi Rewards points and Miles, we will ensure sufficient notice is given to you.

**8. Do I need to make any new/separate arrangement for my credit card recurring transactions/payment or loan repayment arrangement?**

- This announcement is the start of a process and would go through the requisite regulatory approvals and necessary planning to ensure a seamless transition.
- Until the migration is completed, your existing credit card payment / loan repayment arrangement would remain unchanged and uninterrupted. Should there be any changes, we will ensure sufficient notice is given to you.

**9. Since Citi decided to sell to DBS, why are you still opening new accounts and asking for referrals?**

- There is no immediate change in the way Citi serves its clients. We will continue to operate as usual.
- Your new approved credit card/loan accounts will be migrated to DBS as part of completion of the sale.

**10. What will be the impact on client's Term Deposits, CA or savings accounts?**

- At this time, there is no impact to clients with Term Deposits, CA or deposit accounts.
- Following the sale, these products will transition to DBS, though this process may take some time.

**11. What will be the impact on client's Investment Funds and Bonds?**

- There is no immediate change in the way Citi serves clients holding investment funds or bonds.
- We will continue to keep clients informed about their portfolio and provide updates on their investments, as we do currently. We will advise clients about the future of their products when we are able to.

**12. If you are selling the business, why are you still opening new accounts/signing me up to new investments/asking for MGM referrals?**

- There is no immediate change in the way Citi serves its clients, or in the way you bank with us.
- In the meantime, we continue to operate as usual. We believe we have a unique proposition for customers in terms of the breadth of the investment products, insights, and lifestyle privileges. Our RMs are amongst the most experienced and professional in market and we hope that more clients can continue to benefit from their service.

**13. Will my current Relationship Manager continue to serve me?**

- There is no immediate change in the way Citi serves its clients or in the way you bank with us. As and when there are changes for our clients, we will of course let them know ahead of time.

**14. I have a financial product with DBS, can I transfer that across to Citi? Or, if I have a financial product with Citi, can I transfer that across to DBS?**

- You can of course become a customer of DBS or Citi by usual processes. But until completion of the sale, DBS and Citi will continue to operate as two separate businesses.

**15. Will my insurance be impacted by the announcement?**

- There is no immediate change in the way Citi serves its retail banking clients as a result of this announcement. As and when there are changes for our clients, we will inform them ahead of time.

**16. I am an offshore client. Can I continue to invest post sale?**

- There is no immediate change in the way Citi serves its retail banking clients as a result of this announcement. As and when there are changes for our clients, we will inform them ahead of time.

**17. My investment has matured. Can I continue to invest and receive the same level of service post sale?**

- There is no immediate change in the way Citi serves its retail banking customers as a result of this announcement. As and when there are changes for our clients, we will inform them ahead of time.