

## at a glance» CITI PRIVATE BANK RATED BEST FOR PRIVATE BANKING SERVICES<sup>1</sup>



### Who We Are:

We are one of the leading providers of investing, banking, lending and wealth advice to the world's most successful individuals and families. We serve as an important source of liquidity for the owners of private companies, for technology and real estate entrepreneurs, attorneys and the principals of private equity, venture capital and hedge fund firms. The leaders of industry, finance and culture come to us for the kind of comprehensive services only available from a truly global private bank.

### What We Offer:

As one of the world's leading private banks, we have a history of expertise and intellectual leadership that few institutions can match.

Our clients rely on us for:

- » Access to capital
- » Sophisticated investment strategies
- » Timely investment research
- » Open-product architecture
- » Wealth transfer planning and preservation
- » Comprehensive wealth advisory services

CITI PRIVATE BANK HAS BEEN RECOGNIZED FOR ITS EXCELLENCE:

**EUROMONEY MAGAZINE<sup>1</sup>:** Best for Private Banking Services Overall—United States. Best for Private Banking Services Overall—North America

CITI PRIVATE BANK WAS ALSO RANKED BY *EUROMONEY* AS FIRST IN NUMEROUS OTHER CATEGORIES:

**UNITED STATES:** Best for High Net Worth Services, \$1 million to \$10 million • Best for Range of Advisory Services • Best for Tax Guidance and Services • Best for Luxury Investment  
**NORTH AMERICA:** Best for High Net Worth Services, \$1 million to \$10 million • Best for Range of Advisory Services • Best for Specialized Services, Corporate Executives **GLOBAL:** Best for Foreign Exchange • Best for Specialized Services, Corporate Executives **ASIA:** Best for High Net Worth Services, Super Affluent, \$500,000 to \$1 million • Best for Range of Investment Products • Best for Equity Portfolio Management • Best for Foreign Exchange • Best for Real Estate Investment • Best for Managed Futures • Best for Tax Guidance and Services • Best for Corporate Advisory for Private Banking Clients • Best for Specialized Services, Entrepreneurs • Best for Specialized Services, Corporate Executives **LATIN AMERICA:** Best for Private Banking Services Overall • Best for Relationship Management • Best for Fixed Income Portfolio Management • Best for Foreign Exchange • Best for Real Estate Investment • Best for Offshore Services • Best for Corporate Advisory for Private Banking Clients • Best for Specialized Services, Entrepreneurs • Best for Specialized Services, Corporate Executives

OTHER RECENT DISTINCTIONS FOR CITI PRIVATE BANK INCLUDE:

**BARRON'S:** Top 1000 Financial Advisors list—featured three Private Bankers **WORTH MAGAZINE:** Top 250 Wealth Advisors list—featured three Citi Private Bankers

### Citi<sup>2</sup>

As part of Citi, one of the world's largest providers of financial services, Citi Private Bank offers access to virtually unparalleled global resources. Citi's capabilities have been widely recognized in the following media:

**ASIAMONEY MAGAZINE:** Best for Overall FX Services by Corporates • Best Overall Bank for Cash Management Services by Corporates and Financial Institutions **EUROMONEY MAGAZINE:** Best Global Cash Management Bank • Best Global Investor Services Bank • Best Global Emerging Markets Debt House **FINANCE ASIA MAGAZINE:** Best Bank in Asia • Best Cash Management Bank (Asia) **FINANCIAL NEWS MAGAZINE:** Corporate Bond House of the Year **FORRESTER RESEARCH:** Citibank.com named #1 US online banking site **FX WEEK MAGAZINE:** Best Foreign Exchange Bank **GLOBAL FINANCE MAGAZINE:** Best Overall Bank for Cash Management (Global) • Best Bank for Payments & Collections (Latin America) • Best Bank for Liquidity Management (Asia, Latin America and Middle East) • Best Bank for Risk Management (Africa, Latin America and North America) • Best Bank for CLS-Linked Offerings (North America and Latin America) • Best Foreign Exchange Bank (North America and Latin America) **GREENWICH ASSOCIATES:** Best Online Corporate & Commercial Banking Platform **IFR ASIA MAGAZINE:** Best Bond House (Asia) • Best Loan House (Asia) **INSTITUTIONAL INVESTOR MAGAZINE:** Best Global Custodian **THE ASSET MAGAZINE:** Best Cash Management Bank • Best in Agency & Corporate Trust **THE BANKER MAGAZINE:** Best at Cash Management • Best Securities Services • Real Estate Finance House of the Year **TRADE FINANCE MAGAZINE:** Best Global Trade Services Bank, Best Trade Bank in Asia

INVESTMENT PRODUCTS: NOT FDIC INSURED • NO BANK GUARANTEE • MAY LOSE VALUE

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<sup>1</sup>Source: *Euromoney*, Private Banking 2009 — Methodology: For this survey, private banking is defined as banking services targeted at wealthy clients. Euromoney asked the private banks themselves to identify the companies that they admire as the top providers of both competitive and non-competitive services. It is therefore a peers' poll.

Participating private banks were sent an online questionnaire in English by email, or were able to access the questionnaire directly from the homepage at [www.euromoney.com](http://www.euromoney.com).

The poll had two distinct components this year, Part A and Part B.

For Part A, country heads of private banking/marketing/heads of development were asked to provide on a country-level basis (i) their bank's latest reported audited annual non-institutional private banking assets under management (AUM), US\$ (ii) average AUM growth, LAST 3 YEARS, audited annual non-institutional figures, arithmetic mean (iii) number of employees — average for latest audited year (iv) net income — latest audited annual figures, US \$ (v) year-on-year percentage change in annual net income. For each of these variables *Euromoney* calculated a total for each country from the data provided. *Euromoney* then calculated each firm's percentage share of the respective country total. Each firm was then awarded the corresponding share of 30% of their country score in the "Best private banking services" category. Banks who gave no country-level data received no score at all for Part A.

In Part B, *Euromoney* was interested in the views of frontline banking staff — individual employees with a perspective on the relative merits and demerits of their banks and its competitors. *Euromoney* targeted for this purpose relationship managers and product structurers to identify the country about which they had the most knowledge. They then nominated the peers in that country they thought were best, second and third in each category. *Euromoney* awarded four, three and two points, respectively, to each of those nominations in that category and country. *Euromoney* also awarded a small number of points to the respondent's own firm for each nomination provided; this number increased as a function of the square root of the number of votes from that firm in that country.

Worldwide and regional results are aggregates of country results. Firms that received votes in the "Best private banking services" category from more than one continent were included in global rankings for worldwide, regional and country tables. Firms that did not were included in 'local' rankings for worldwide, regional and country tables.

The poll was conducted from Monday 24th August until Friday 2nd November 2008. *Euromoney* received 10450 valid Part B votes, 57% up on the results published in 2007 (5580 valid votes for peers) representing a total \$7.6trn of assets under management, an increase of 128% over January 2007's sample size of \$3.3 trillion. 3850 Part A forms were submitted.

*Euromoney* have used both information from banks' own votes, and follow-up contacts with supporting banks and to voters, to make nominations as accurate as possible. In some cases banks may be nominated for services and/or in countries where they do not have operations. In these cases voting reflects perceptions of service provision, rather than reality. It is also possible that banks are being nominated for services provided from neighboring countries, or by other parts of the parent bank.

There are three distinct private bank winners for each country, which is different from last year. Overall, which is a compilation of best for privacy, range of products, customer service, profitability, market share, advisory, as well as who is best foreign and who is best local — it also includes the questions from part A. The best local and global private bank categories are just taken from those two specific questions on the voting process — they are sub-categories. The best local is based on who is perceived as having the best reputation in the local market, whereas the best global is the bank in a particular market that is also operating in three different continents.

<sup>2</sup>The methodology for each survey provided has not been validated nor verified by Citigroup, Inc. Please contact the provider of the respective survey for information regarding the underlying criteria and factors utilized in compiling the data. All awards were received between August 2007 and December 2008. For more information regarding the date that an award was received, please contact the provider of the respective survey.

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