



INVESTOR DAY



ANAND SELVA

**CHIEF EXECUTIVE OFFICER
PERSONAL BANKING &
WEALTH MANAGEMENT**



JIM O'DONNELL

**HEAD OF GLOBAL WEALTH MANAGEMENT
PERSONAL BANKING &
WEALTH MANAGEMENT**

Our Business Today - Personal Banking & Wealth Management (PBWM)



(FY 2021)

\$23B
Revenue

\$446B
Deposits

\$318B
Loans

\$940B
Client Assets¹

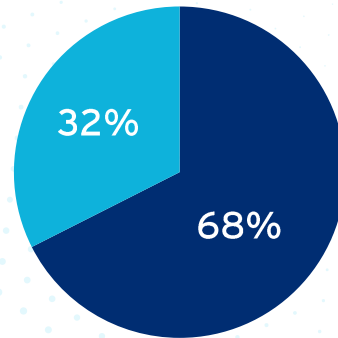
75M
Clients

23% / 13%
RoTCE²
Inc. / ex ACL³

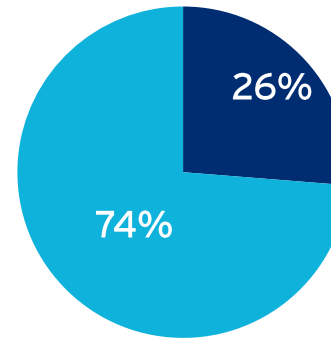
(FY 2021)

■ U.S. Personal Banking
■ Global Wealth Management

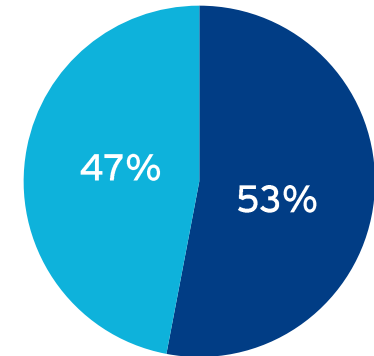
REVENUE



DEPOSITS



LOANS



U.S. PERSONAL BANKING

Our Home Market - Focused on Payments & Lending

GLOBAL WEALTH MANAGEMENT

Fast Growing Market - Leverages Citi's Brand & Globality

Note: All balance sheet metrics are EOP unless otherwise indicated. Totals may not sum due to rounding. All footnotes are presented on slide 39.

PBWM Positioning and Strategic Priorities



BUSINESS	POSITIONING TODAY	2017-2021 AVG. RoTCE ¹	STRATEGIC PRIORITIES
1 GLOBAL WEALTH MANAGEMENT (GWM)	#5 Private Banking ² #3 Asia Wealth ³	~20%	Scale Wealth Management globally
2 U.S. PERSONAL BANKING (USPB)	#2 U.S. Cards ⁴	~12%	Strengthen leadership through integrated set of payment & lending solutions
	Top 10 U.S. Deposit Franchise ⁵		Maximize value from Retail Banking

Note: All footnotes are presented on slide 39.



JIM O'DONNELL

**HEAD OF GLOBAL WEALTH MANAGEMENT
PERSONAL BANKING & WEALTH MANAGEMENT**

Our Business Today - Global Wealth Management



(FY 2021)

\$7.5B
Revenue

\$814B
Client Assets¹

\$151B
Loans

\$329B
Deposits

\$51B
Net New Assets²

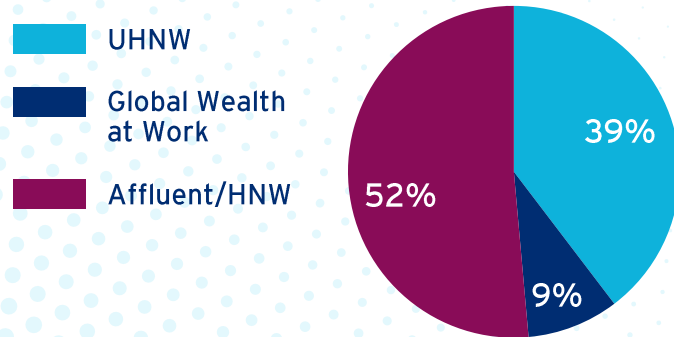
~500K
Clients³

~3K
Client Advisors⁴

16% / 14%
RoTCE⁵
Inc. / ex ACL⁶

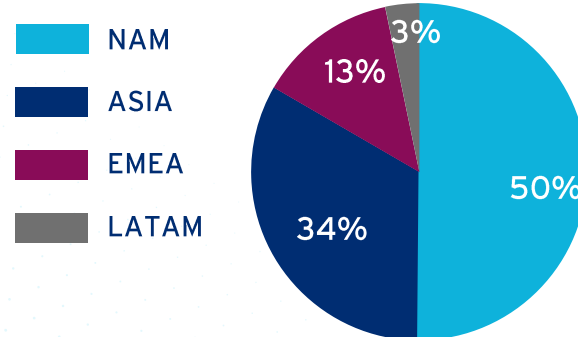
(FY 2021 Revenue)

CLIENT SEGMENTS



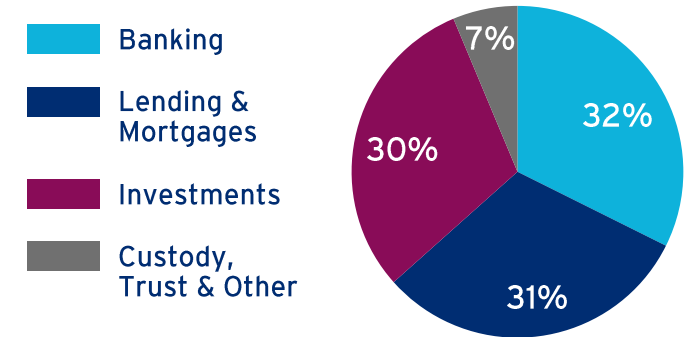
Top 5 Global Private Bank⁷
Top 3 Asia Wealth Manager⁸

GEOGRAPHY



Global Footprint
Opportunity to Scale in Key Markets

PRODUCT



Leading Banking & Lending Franchise
Increased Focus on Investments Solutions

Note: All balance sheet metrics are EOP unless otherwise indicated. Totals may not sum due to rounding. All footnotes are presented on slide 39.

Our Value Proposition: A Total Wealth Solution



CITIGOLD

**CITIGOLD
PRIVATE CLIENT**

PRIVATE BANK

**GLOBAL WEALTH
AT WORK**



WE DELIVER A TOTAL WEALTH SOLUTION

- From core personal banking to institutional products and solutions
- Through integrated advice and execution across clients' assets and liabilities
- Tailored to clients' evolving needs, locally and cross-border

AFFLUENT¹

HNW²

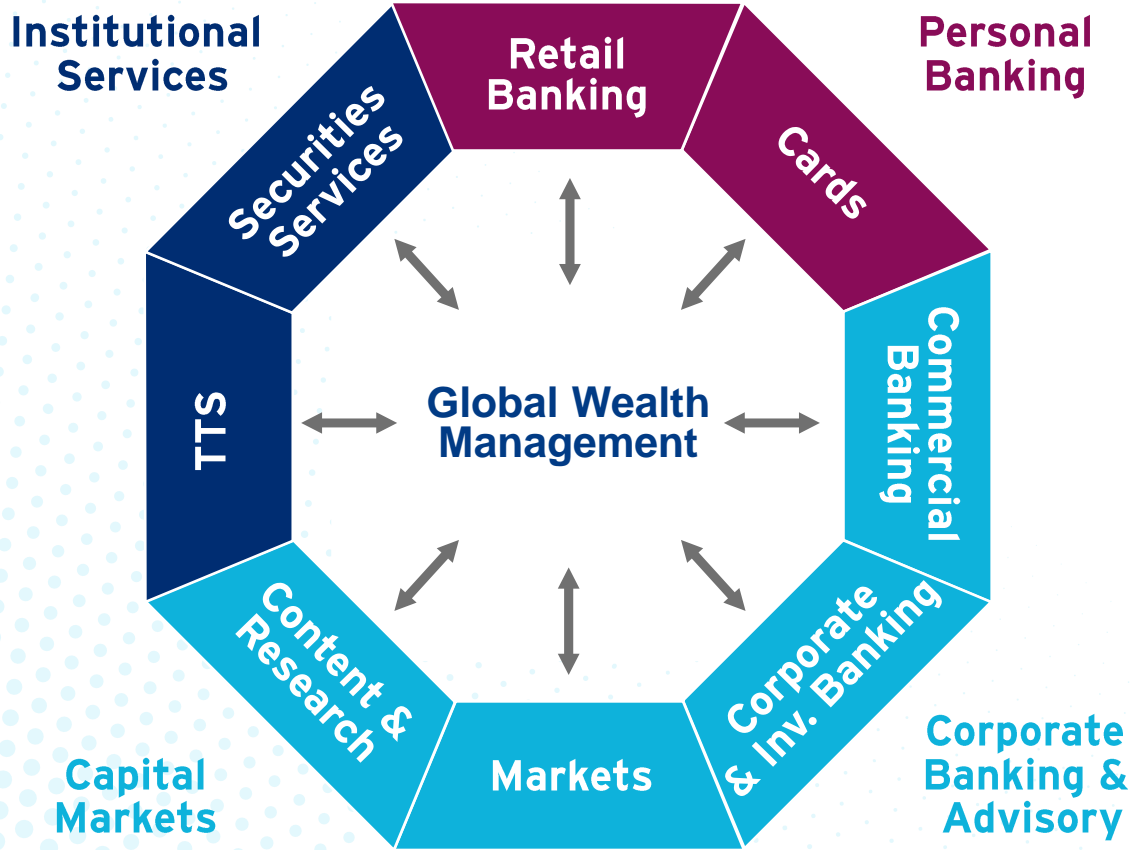
UHNW³

Note: All footnotes are presented on slide 39.

Driving Synergies & Connectivity Globally Across All of Citi



LEVERAGING BROAD SET OF ASSETS WITHIN CITI



SELECT SYNERGIES (2021)

\$1B+ Revenue
Between ICG and GWM

~50K Clients
Referrals from Retail Banking

~730 Clients
UHNW¹ referrals between Citi Private Bank and ICG

All footnotes are presented on slide 40.



20
CLIENT TESTIMONIAL
22

Targeted Growth Strategy

2022



**UHNW¹ &
FAMILY OFFICES**



**AFFLUENT²
& HNW³**



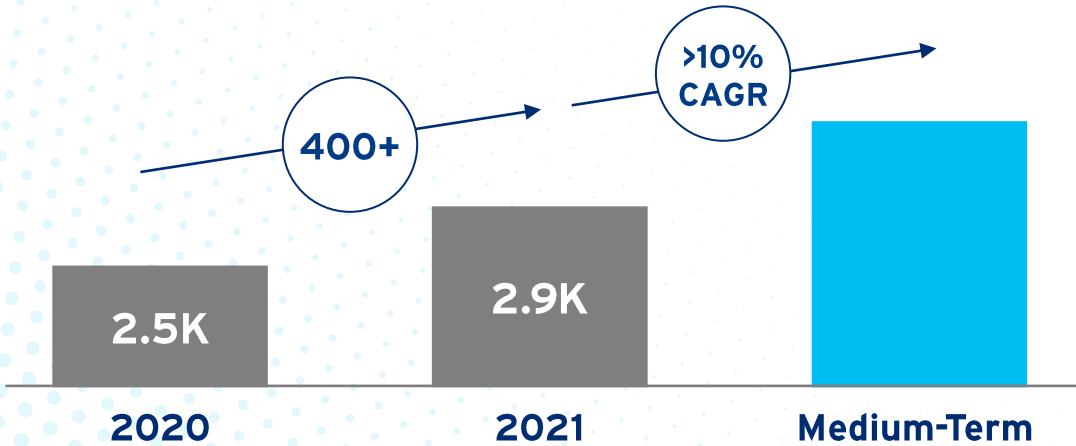
**GLOBAL WEALTH
AT WORK**

Making Strategic Investments to Grow & Scale



TALENT

Client Advisors¹



TECHNOLOGY

CLIENT EXPERIENCE

- Intuitive Digital Tools
- Seamless Onboarding

CLIENT ADVISOR EXPERIENCE

- Enhanced CRM Systems
- Unified Workstations

PRODUCT CAPABILITIES

- Scale Investment Products
- Margin Lending Capabilities

All footnotes are presented on slide 40.



1 Global Private Bank - UHNW & Family Offices



(FY 2021)

\$3.0B
Revenue

\$468B
Client Assets¹

700+
Client Advisors²

~10K
Clients

CURRENT STATE

- **Global presence in 50 cities across 18 countries**
- **Relationships with over a quarter of the world's billionaires³**
- **Strength in financing products with opportunity to grow wallet in Investments**
- **Robust client acquisition**

PATH FORWARD

- **Leverage our retail and institutional network, and capture new sources of wealth**
- **Expand in 10 markets**
- **Intensify focus on new client segments and coverage of family offices**
- **Serve total family wealth**
- **Drive innovation and digital transformation**

Note: All balance sheet metrics are EOP unless otherwise indicated. All footnotes are presented on slide 40.

2 Asia - Affluent & HNW Individuals¹

(FY 2021)

\$1.1B
Revenue

\$87B
Client Assets²

~800
Client Advisors³

~110K
Clients

CURRENT STATE

- Focused on **two key wealth hubs (HK & SG)** and **cross-border flows**
- Leading in **Affluent & Core HNW** segments
- Strong **Retail Banking & Lending** products
- **Premier Brand** and strong digital capabilities

PATH FORWARD

- **Extend leadership in Asia**
- Continue focus on **wealth creation in China** and **cross-border flows**
- **Execute Win in Wealth** strategy expanding into Upper HNW⁴
- **Expand Investments** product delivery
- Continue to **drive innovation** in digital

Note: All balance sheet metrics are EOP unless otherwise indicated. All footnotes are presented on slide 40.

2 U.S. – Affluent & HNW Individuals

(FY 2021)

\$1.7B
Revenue

\$181B
Client Assets¹

1,100+
Client Advisors²

~320K
Clients

CURRENT STATE

- **Strong talent base**, underrepresented in key markets
- **Significant synergies** with the Retail Banking branch network
- Leading **Banking, Cards and Mortgage** products
- Widely recognized **Citi brand**

PATH FORWARD

- Drive client acquisition through **Retail Banking** and **digital product capabilities**
- **Grow client advisor base** in selected markets
- **Expand Investments** in product delivery
- **Citi Alliance:** Deliver Banking & Lending through Independent Advisors & Broker Dealers

Note: All balance sheet metrics are EOP unless otherwise indicated. All footnotes are presented on slide 40.

3 Global Wealth at Work - Workplace Banking

2022

(FY 2021)

\$0.7B

Revenue

~40%

Market Share
with U.S. Law Firms¹

~1K

Companies

~50K

Clients

CURRENT STATE

- **Law Firm Group (LFG)** delivers an integrated value proposition to law firms and employees across the wealth continuum

Affluent¹

Associate

HNW²

Partner

UHNW³

Senior Partner /
Law Firm

PATH FORWARD

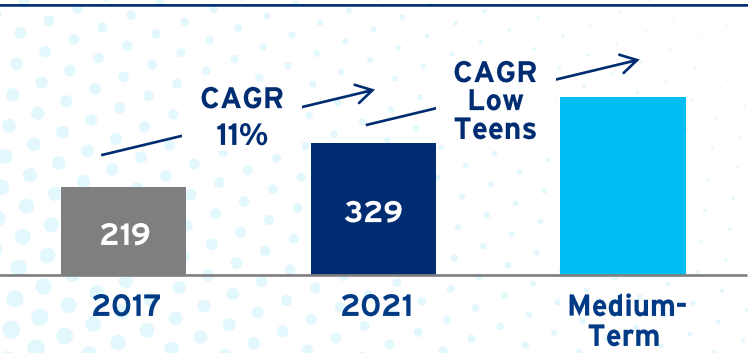
- Leverage LFG model to **expand into target industries** including:
 - Professional Services
 - Asset Management
 - Private Equity
 - Venture Capital
- Continue deepening **market share with U.S. Law Firms**
- Partner with **Citi Commercial Bank**

Winning in Global Wealth Management

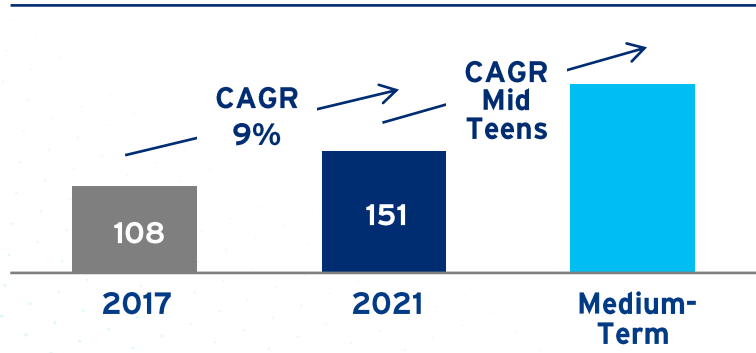


- SCALE FOR GROWTH** ▶ Invest in key client segments, geographies and product capabilities
- DRIVE SYNERGIES** ▶ Leverage Retail Banking and ICG networks
- INVEST IN TECHNOLOGY & PLATFORMS** ▶ Integrate and upgrade technology and product platforms

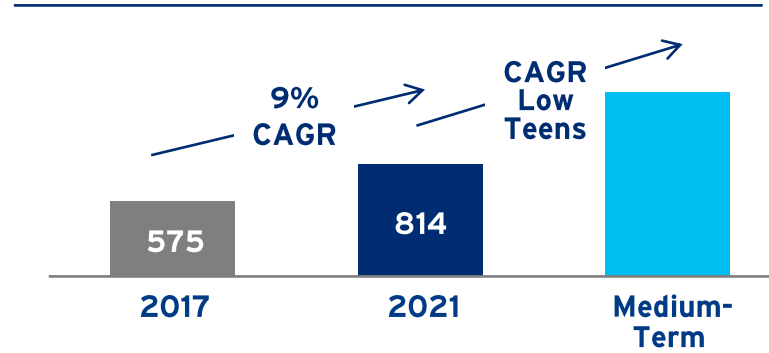
DEPOSITS (\$B)



LOANS (\$B)



CLIENT ASSETS¹ (\$B)



Revenue expected to grow at a high single-digit to low teens CAGR over the medium-term

Note: All balance sheet metrics are EOP unless otherwise indicated. All footnotes are presented on slide 41.





ANAND SELVA

**CHIEF EXECUTIVE OFFICER
PERSONAL BANKING & WEALTH MANAGEMENT**

Our Business Today - U.S. Personal Banking



(FY 2021)

\$15.8B
Revenue

\$167B
Loans

\$219B
Deposits¹

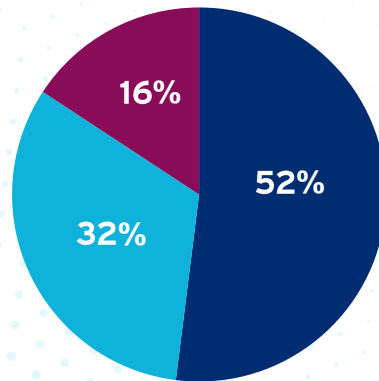
72M
Clients

27% / 13%
RoTCE² Inc. / ex ACL³

(FY 2021)

REVENUE

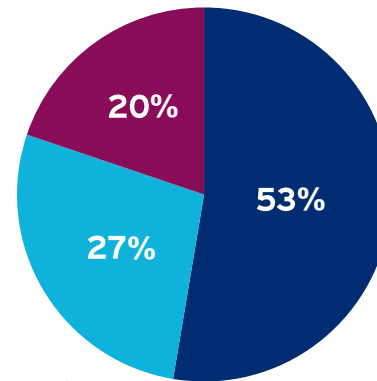
- Branded Cards
- Retail Services
- Retail Bank



Seamless Digital Banking, Payments and Borrowing Experiences

LOANS

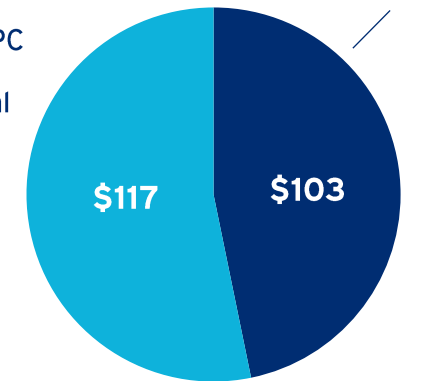
- Branded Cards
- Retail Services
- Retail Bank



Integrated Cards Franchise Serving Consumers, Partners and Merchants

DEPOSITS¹ (\$B)

- Citigold + CPC
- U.S. Personal Banking



Top 10 U.S. Deposit Franchise⁴

Note: All balance sheet metrics are EOP unless otherwise indicated. Totals may not sum due to rounding. All footnotes are presented on slide 41.

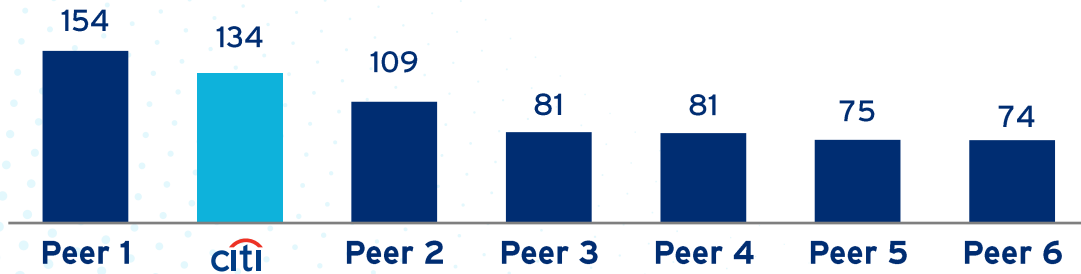
Leader in Payments & Lending in the U.S.



LEADER IN PAYMENTS & LENDING

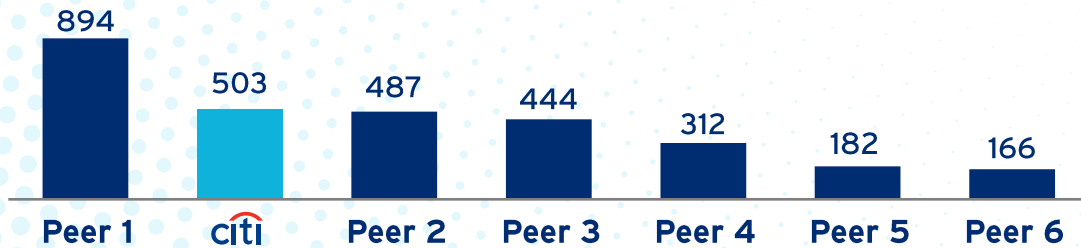
(FY 2021, \$B)

CARD LOANS¹



(FY 2021, \$B)

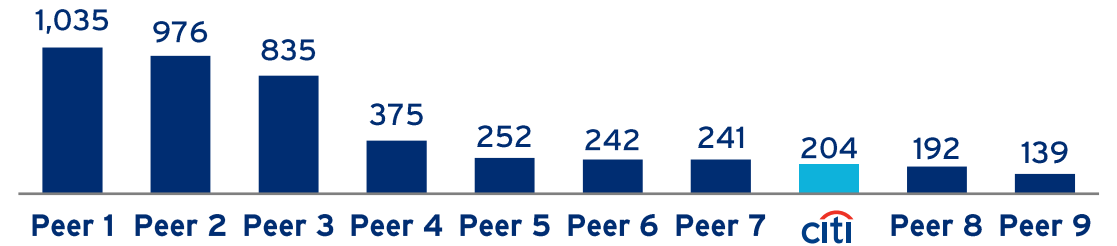
CARD SPEND VOLUME³



TOP 10 DEPOSIT FRANCHISE²

(FY 2021, \$B)

AVERAGE RETAIL DEPOSITS



CITI RANK

Deposits in Footprint⁴
(across 6 urban centers)

#4

Deposits per Branch⁵
(on a national level)

#1

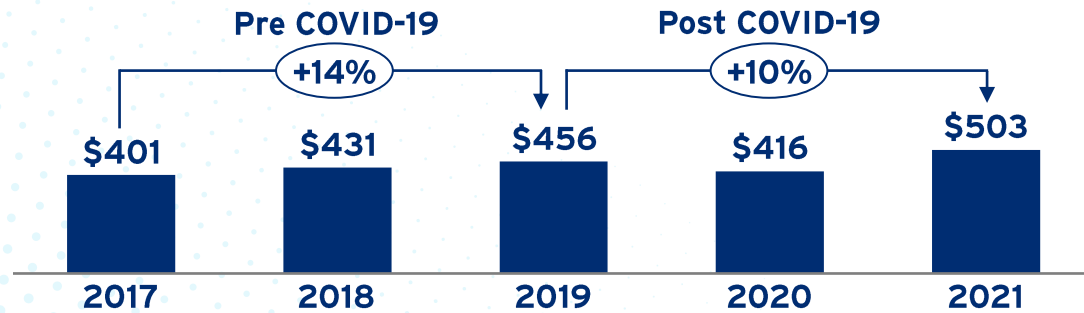
Note: All balance sheet metrics are EOP unless otherwise indicated. Totals may not sum due to rounding. All footnotes are presented on slide 41.

COVID-19 Impact on Our Business



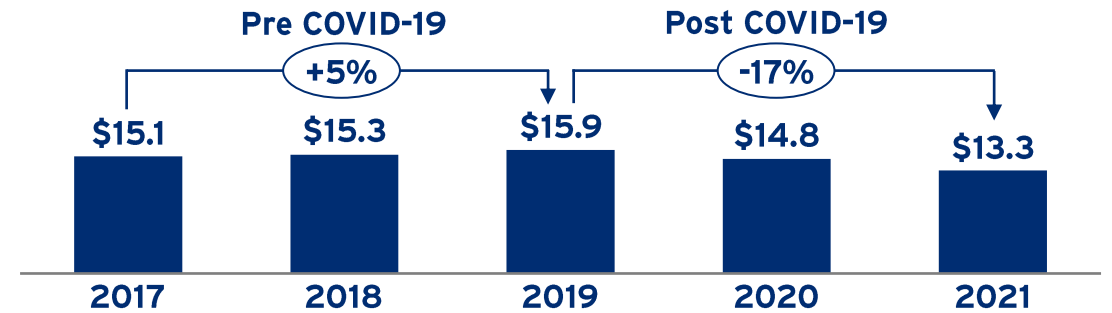
STRONG REBOUND IN CARD SPEND VOLUME

Card Spend Volume (\$B)



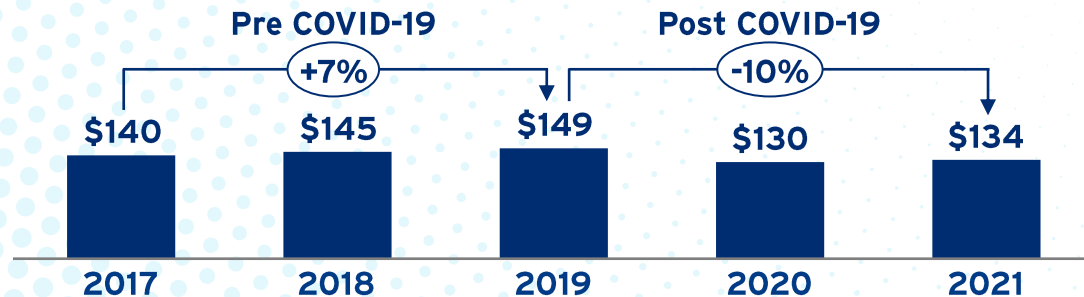
REVENUES IMPACTED BY PAYMENT RATES

Card Revenues (\$B)



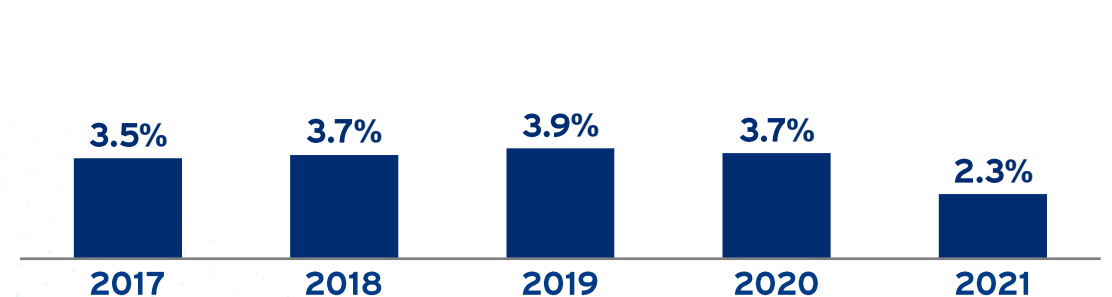
LOWER LOAN BALANCES GIVEN HIGHER PAYMENT RATES

Card Loans (\$B)



HISTORICALLY LOW CREDIT LOSSES

Card NCL (% ANR)



Note: All balance sheet metrics are EOP unless otherwise indicated. Totals may not sum due to rounding.

Recent Investments to Address Changing Consumer Behavior



COVID-19 ACCELERATED CHANGES IN CONSUMER BEHAVIOR

SHIFT TO DIGITAL

+30%
increase in online credit / debit card spending since March 2020¹

+50%
of consumers used their bank's mobile app more often since COVID²

DEMAND FOR FLEXIBLE PAYMENT OPTIONS

20% CAGR
in POS Lending from 2018-2021³

PREFERENCE FOR CASH BACK REWARDS

63%
of consumers prefer cashback as their credit card reward type⁴

OUR RECENT INVESTMENTS

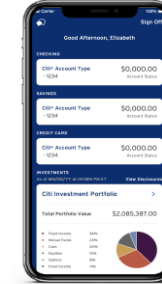
DRIVING DIGITAL COMMERCE



Personalized offers

37% of spend volume through digital⁵

GETTING BASICS RIGHT



Mobile native account opening

Wire transfers

Real-time bill payments

NEW PRODUCTS



NEW/EXTENDED PARTNERSHIPS



AT&T



Note: All footnotes are presented on slide 42.

Integrated Set of Differentiated Solutions to Accelerate Growth



2018 – NARROWER SET OF CAPABILITIES

Balance transfer focused

Limited digital offerings

Card-centric partnerships

TODAY – COMPREHENSIVE SET OF SOLUTIONS



Positioned well for continued leadership with wide array of products, partners and convenient integrated solutions

Growth Driven by Three Key Priorities

2022

1

**LEAD IN
PAYMENTS & LENDING**

2

**MAXIMIZE VALUE
FROM RETAIL BANKING**

3

**DRIVE DIGITAL LEADERSHIP
ENABLED BY NEXTGEN
TECHNOLOGY**

Accelerate Growth in Proprietary Cards to Drive Higher Returns

2022

INVIGORATING THE PRODUCT PORTFOLIO

New Launches and Refreshes in the Last 2 Years



DEEPENING LOYALTY

Curated offers and benefits from 200+ merchants

INCREASING REDEMPTION OPTIONS



ENHANCING REWARDS AND OFFERS



DELIVERING UNIQUE END-TO-END DIGITAL EXPERIENCES

MOBILE APPLICATION

INSTANT PROVISIONING

CUSTOMIZED ONBOARDING



Custom Cash Digital Performance (vs. Total Branded Cards)¹

- Mobile Usage: +19pp
- Paperless: +21pp

Note: All footnotes are presented on slide 42.

Deepen Our Partner Network to Drive Incremental Value



LEADING PARTNER NETWORK

- ~40** Strategic partnerships across a diverse set of industries
- 5 of the top 10** eCommerce companies¹ partner with Citi
- 97%** Of receivables are covered by partner agreements **extending beyond 2024**
- 200M+** Consumers accessible through the partner network

DRIVING INCREMENTAL VALUE

American Airlines  **35-year relationship beginning with our Cards partnership**

Miles Ahead Savings

Flex Loans & POS Lending

AAdvantage Miles to Points transfer

Continuously expanding our partnership solutions 

Flex Loans & POS Lending

Power Amazon One / Pay With Palm

Amazon Bank Connect (ABC)



10-year relationship beginning with Shop with ThankYou Points

Note: All footnotes are presented on slide 42.

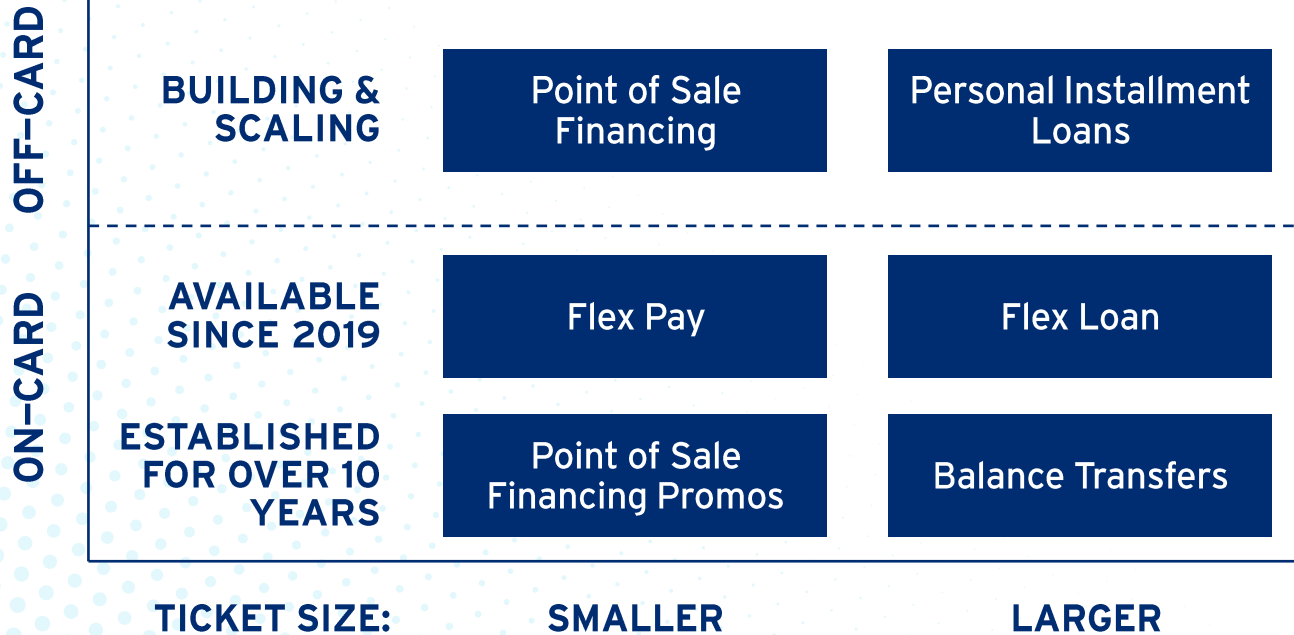


20
PARTNER TESTIMONIAL
22

Scale Lending to Capture Emerging Opportunity



BUILDING LENDING CONTINUUM: ON- & OFF-CARD



ATTRACTIVE CLIENT PROFILE

Flex Loan Example:

57% of Flex Loan takers bring new balances¹

+19pp Higher NPS for Flex Loan customers²

~76% of Flex Loan customers have FICO >740³

MEDIUM-TERM OPPORTUNITY

Capture greater share of the personal loan balances of our customers with other lenders (~\$50B)⁴

Note: All footnotes are presented on slide 42.



Growth Driven by Three Key Priorities

2022

1

**LEAD IN
PAYMENTS & LENDING**

2

**MAXIMIZE VALUE
FROM RETAIL BANKING**

3

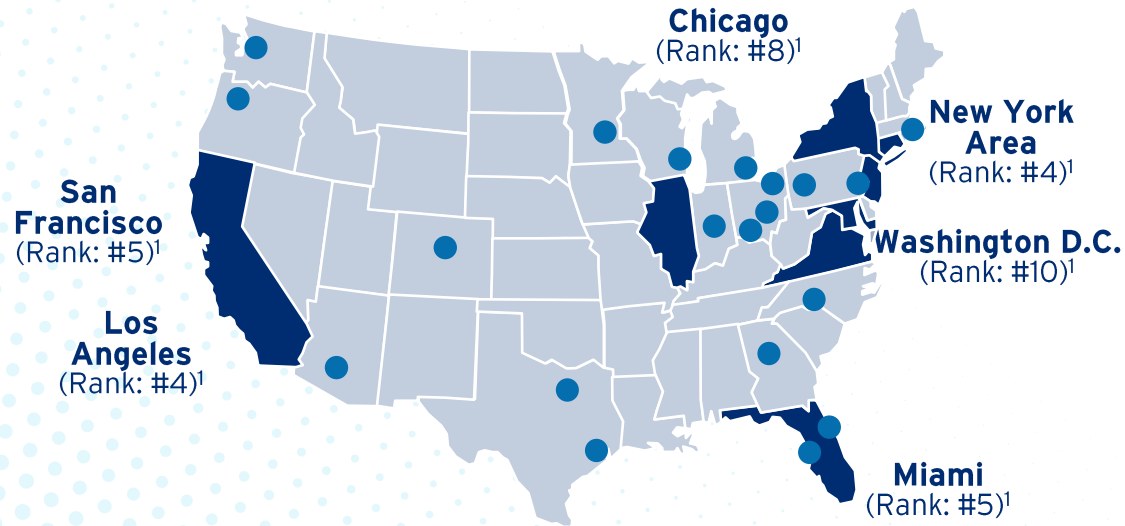
**DRIVE DIGITAL LEADERSHIP
ENABLED BY NEXTGEN
TECHNOLOGY**

U.S. Retail Banking Fuels Our Strategic Priorities



FOCUSED ON 6 CORE URBAN CENTERS

~72K ATMs and ~650 branches



■ In Footprint Markets ● Top 20 Out of Footprint ATM Locations

FOUNDATIONAL ASSET FOR PBWM

FEEDER FOR WEALTH

~70%

Of Wealth customer deposit accounts are opened in the branch network

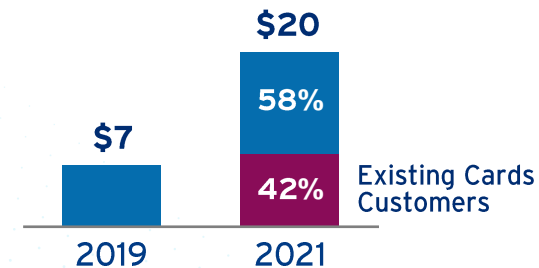
FUNDING FOR LOANS

~90%

Low-cost funding^{2,3}

CONTINUED DIGITAL DEPOSIT GROWTH NATIONALLY

Digital Deposits³ (\$B)



~50%

Digital Deposit Sales³ from Out of Footprint

Note: All footnotes are presented on slide 42.

Maximize Value By Leveraging Existing Footprint & Digital Assets



WE ARE FOCUSED ON...

**DEEPENING PRESENCE
IN 6 CORE URBAN
CENTERS**

- Refresh and optimize branch network
- Modernize technology

**DRIVING
INCREMENTAL VALUE
FROM BRANCHES AND
DIGITAL ASSETS**

- Grow branch-driven lending
- Drive digital acquisitions and deposits

**STRENGTHENING
SYNERGY WITH
WEALTH MANAGEMENT**

- Accelerate referrals to GWM
- Maximize platform synergies

TO ACHIEVE...

Top 6 national deposit franchise by gaining share in core urban centers

Greater scale and higher branch productivity

Incremental client and revenue growth in Wealth Management

Growth Driven by Three Key Priorities

2022

1

LEAD IN
PAYMENTS & LENDING

2

MAXIMIZE VALUE
FROM RETAIL BANKING

3

**DRIVE DIGITAL LEADERSHIP
ENABLED BY NEXTGEN
TECHNOLOGY**

Drive Digital Leadership with NextGen Technology



DIGITAL FIRST FRANCHISE

94%

New Customers Acquired Digitally¹
Branded Cards

23M

+7% YoY Growth

Active Users²
Branded Cards & Retail Bank

\$135B

(37%)

Digital Commerce Branded Cards Spend Volume³

ENABLED BY INTEGRATED PLATFORMS

Modular Platforms: Plug-and-Play APIs

Best-in-Class Digitized Experiences

Speed-to-Market and Lower Development Costs

DRIVING TANGIBLE OUTCOMES

Digital⁴ vs. Non-digital Customers

~40%

Higher

Deposits and Investment Balance⁵

~65%

Higher

Average Annual Revenue / Customer⁶

~30%

Lower

Cost to Serve⁷
Branded Cards

~\$2B in Technology spend annually to power capabilities, new products and digital experiences

Note: All footnotes are presented on slide 43.

Leader in Payments & Lending within U.S. Personal Banking



LEAD IN PAYMENTS & LENDING

Accelerate proprietary cards, deepen partner relationships and scale lending

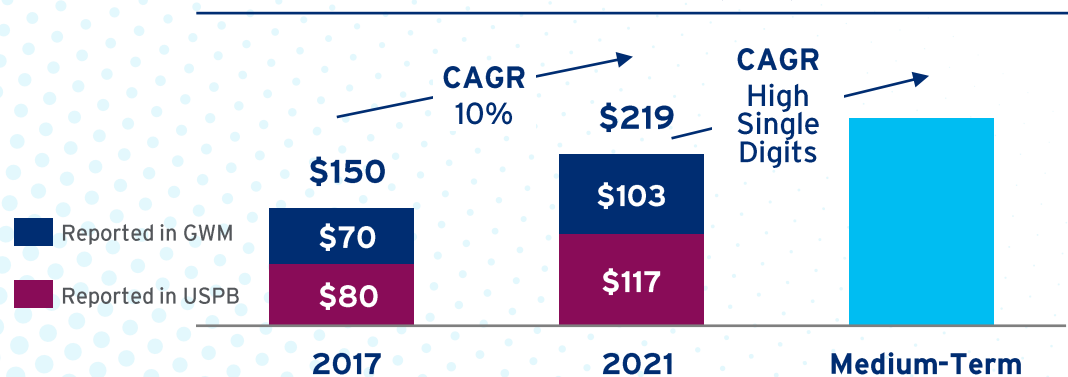
MAXIMIZE VALUE FROM RETAIL BANKING

Deepen in existing footprint, strengthen synergy with Global Wealth Management and grow digital deposits

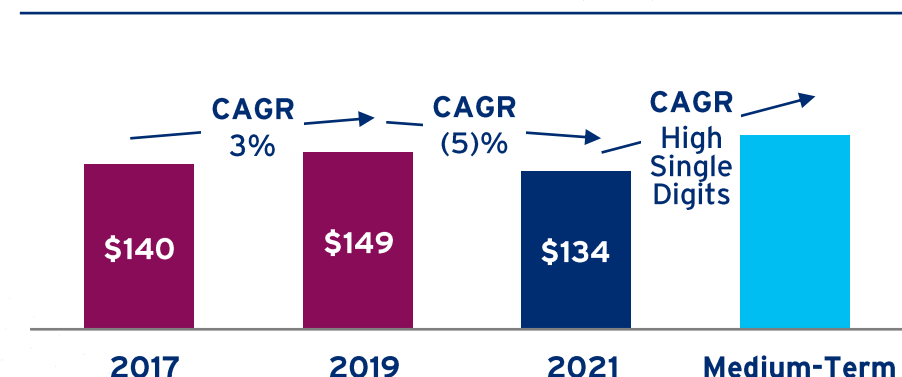
DRIVE DIGITAL LEADERSHIP

Invest in Tech platform to deliver end-to-end digitized experiences

DEPOSITS¹ (\$B)



CARD LOANS² (\$B)



Revenue expected to grow at a high single-digit CAGR over the medium-term

Note: All balance sheet metrics are EOP unless otherwise indicated. Totals may not sum due to rounding. All footnotes are presented on slide 43.

20
PBWM:
MEDIUM-TERM GUIDANCE
22

PBWM Key Drivers and Projected Growth



BUSINESS	BUSINESS FOCUS	KEY PERFORMANCE INDICATORS	REVENUE GROWTH (Medium-Term CAGR)
1 GLOBAL WEALTH MANAGEMENT	Scale Wealth Management globally	<ul style="list-style-type: none"> • Client Assets¹ • Deposits • Loans 	High Single Digits to Low Teens
2 U.S. PERSONAL BANKING	PAYMENTS & LENDING Strengthen leadership through integrated set of payment & lending solutions	<ul style="list-style-type: none"> • Card Loans • Deposits 	High Single Digits
	RETAIL BANKING Maximize value from Retail Banking		

Note: All footnotes are presented on slide 43.



INVESTOR DAY

Forward-looking Statements

20

Certain statements in this presentation are “forward-looking statements” within the Private Securities Litigation Reform Act of 1995, including statements made orally by Citi’s management. Such statements may be identified by words such as believe, expect, anticipate, intend, estimate, may increase, may fluctuate, target, illustrative and similar expressions or future or conditional verbs such as will, should, would and could. These statements are based on management’s current expectations and are subject to uncertainty and changes in circumstances. These statements are not guarantees of future results or occurrences. Actual results and capital and other financial condition may differ materially from those included in these statements due to a variety of factors, including, among others: the efficacy of Citi’s business strategies and execution of those strategies, such as those relating to its growth, investment, efficiency and capital optimization initiatives; governmental or regulatory requirements, actions or approvals; macroeconomic and other challenges and uncertainties, such as those related to the COVID-19 pandemic, inflationary pressures and the level of interest rates; the precautionary statements included in this presentation; and those contained in Citigroup’s filings with the U.S. Securities and Exchange Commission, including without limitation the “Risk Factors” section of Citigroup’s 2021 Form 10-K. Any forward-looking statements made by or on behalf of Citigroup speak only as to the date they are made, and Citi does not undertake to update forward-looking statements to reflect the impact of circumstances or events that arise after the date the forward-looking statements were made.

Adjusted Results Reconciliations

2022

PERSONAL BANKING & WEALTH MANAGEMENT

	<u>2021</u>
(\$ in M)	
Reported Net Income (Loss)	\$7,734
Impact of 2021 ACL release	(3,346)
Net Income (Loss) excluding the impact of 2021 ACL release	\$4,388
Average TCE	\$33,239
RoTCE¹	23.3%
RoTCE² excluding the impact of 2021 ACL release	13.2%

Note: All footnotes are presented on slide 43.

Footnotes

2022

Slide 3

1. Client assets include AUMs, deposits and trust and custody assets.
2. Return on Tangible Common Equity (RoTCE) is a non-GAAP financial measure. RoTCE represents annualized net income as a percentage of average allocated tangible common equity. For a reconciliation to reported results, please refer to slide 38.
3. RoTCE excluding the impact of the ACL release in 2021 is a non-GAAP financial measure. For a reconciliation to reported results, please refer to slide 38.

Slide 4

1. Return on Tangible Common Equity (RoTCE) is a non-GAAP financial measure. RoTCE represents annualized net income as a percentage of average allocated tangible common equity. Historical average RoTCE are revised to largely conform with our current TCE allocation approach and also reflect the new operating segments and reporting units.
2. Source: Tricumen, an intelligence provider for financial services; benchmarking in \$25M+ wealth band, 2020.
3. Source: Tricumen, an intelligence provider for financial services; benchmarking in \$200k to \$10M wealth band, 2020.
4. Source: Company filings. Based on end-of-period loans as of December 31, 2021. Includes Branded Cards and Retail Services.
5. Source: FDIC and other regulatory filings. Based on Citi's internal definition of deposits, which excludes commercial deposits. Citi's top 10 U.S. deposit franchise includes consumer wealth deposits reported under Global Wealth Management. Peer group includes ALLY, BAC, COF, JPM, PNC, TD, TFC, USB and WFC.

Slide 6

1. Client assets include AUMs, deposits and trust and custody assets.
2. Net new assets represent client inflows, including dividends, interest and distributions, less client outflows, and exclude the impact of fees and commissions.
3. 3M total clients when including retail clients in Asia hubs.
4. Client advisors include bankers, financial client advisors, relationship managers and investment counselors.
5. Return on Tangible Common Equity (RoTCE) is a non-GAAP financial measure. RoTCE represents annualized net income as a percentage of average allocated tangible common equity.
6. RoTCE excluding the impact of the ACL release in 2021 is a non-GAAP financial measure.
7. Source: Tricumen, an intelligence provider for financial services; benchmarking in \$25M+ wealth band, 2020.
8. Source: Tricumen, an intelligence provider for financial services; benchmarking in \$200k to \$10M wealth band, 2020.

Slide 7

1. Client investment strategies are tailored to individual needs. Affluent clients generally include those with a combined Citi relationship over \$200k.
2. Client investment strategies are tailored to individual needs. High net worth (HNW) clients generally include those with a net worth of \$10M to \$25M.
3. Client investment strategies are tailored to individual needs. Ultra-high net worth (UHNW) clients generally include those with a net worth over \$25M.

Footnotes

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1. Client investment strategies are tailored to individual needs. Ultra-high net worth (UHNW) clients generally include those with a net worth over \$25M.

Slide 10

1. Client investment strategies are tailored to individual needs. Ultra-high net worth (UHNW) clients generally include those with a net worth over \$25M.
2. Client investment strategies are tailored to individual needs. Affluent clients generally include those with a combined Citi relationship over \$200k.
3. Client investment strategies are tailored to individual needs. High net worth (HNW) clients generally include those with a net worth of \$10M to \$25M.

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1. Client advisors include bankers, financial client advisors, relationship managers and investment counselors.

Slide 12

1. Client assets include AUMs, deposits and trust and custody assets.
2. Client advisors include bankers, financial client advisors, relationship managers and investment counselors.
3. Average client penetration among global billionaires per *Forbes* estimate of total population.

Slide 13

1. Metrics reflect affluent and high net worth (HNW) client segments only, and exclude other retail clients in Asia hubs. Affluent clients generally include those with a combined Citi relationship over \$200k. HNW clients generally include those with a net worth of \$10M to \$25M.
2. Client assets include AUMs, deposits and trust and custody assets.
3. Client advisors include bankers, financial client advisors, relationship managers and investment counselors.
4. Client investment strategies are tailored to individual needs. Ultra-high net worth (UHNW) clients generally include those with a net worth over \$25M.

Slide 14

1. Client assets include AUMs, deposits and trust and custody assets.
2. Client advisors include bankers, financial client advisors, relationship managers and investment counselors.

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1. Average client penetration among partners at *Am Law 100* law firms, 2021.
2. Client investment strategies are tailored to individual needs. Affluent clients generally include those with a combined Citi relationship over \$200k.
3. Client investment strategies are tailored to individual needs. High net worth (HNW) clients generally include those with a net worth of \$10M to \$25M.
4. Client investment strategies are tailored to individual needs. Ultra-high net worth (UHNW) clients generally include those with a net worth over \$25M.

Slide 16

1. Client assets include AUMs, deposits and trust and custody assets.

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1. Includes \$103 billion of consumer wealth deposits reported under Global Wealth Management.
2. Return on Tangible Common Equity (RoTCE) is a non-GAAP financial measure. RoTCE represents annualized net income as a percentage of average allocated tangible common equity.
3. RoTCE excluding the impact of the ACL release in 2021 is a non-GAAP financial measure.
4. Source: FDIC and other regulatory filings. Based on Citi's internal definition of deposits, which excludes commercial deposits. Citi's top 10 U.S. deposit franchise includes consumer wealth deposits reported under Global Wealth Management.

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1. Source: Company filings. Based on end of period loans as of December 31, 2021. Includes Branded Cards and Retail Services. Peer group includes AXP, BAC, COF, DFS, JPM and SYF.
2. Source: Company filings. Reflects 2021 average deposits as reported by peers. Citi's top 10 U.S. deposit franchise includes consumer wealth deposits reported under Global Wealth Management. Peer group includes ALLY, BAC, COF, JPM, PNC, TD, TFC, USB and WFC.
3. Source: Company filings. Peer group includes AXP, BAC, COF, DFS, JPM, and SYF.
4. Source: FDIC and other regulatory filings. For rank in footprint. Based on Citi's internal definition of deposits, which excludes commercial deposits. Citi's top 10 U.S. deposit franchise includes consumer wealth deposits reported under Global Wealth Management. Peer group includes ALLY, BAC, COF, JPM, PNC, TD, TFC, USB and WFC.
5. Source: FDIC filings. Based on Citi's internal definition of deposits, which excludes commercial deposits. Nationwide deposits divided by total branches. Citi includes consumer wealth deposits reported under Global Wealth Management.

Footnotes

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1. Source: "U.S. consumer sentiment and behaviors during the coronavirus crisis." McKinsey, 2021.
2. Source: "Online and Mobile Banking Adoption Soars, Setting New Benchmarks." The Financial Brand, 2021.
3. Source: "U.S. lending at point of sale: The next frontier of growth." McKinsey, 2019.
4. Source: "Credit Cards and Credit Card Rewards 2021." Mintel, 2021.
5. Reflects all digital spend, including online checkouts, merchant-initiated billing, digital wallets and in-store spend from digital wallets.

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1. As of December 2021.

Slide 25

1. Source: eMarketer. Based on percentage share of gross retail e-commerce sales in the U.S. (excluding travel and event tickets), 2020.

Slide 27

1. Customers with existing transactor balances or external personal installment loan balances, through January 2022.
2. Source: Internal survey, 3Q'21.
3. Based on January 2022 Flex Loan originations.
4. Source: Bureau data and internal analysis on Branded Cards customers, as of December 2021.

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1. Source: FDIC and other regulatory filings. Based on Citi's internal definition of deposits, which excludes commercial deposits. Citi's deposits include consumer wealth deposits reported under Global Wealth Management.
2. Includes checking and low-cost savings balances.
3. Includes consumer wealth deposits reported under Global Wealth Management.

Footnotes

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1. Based on 2021 acquisitions.
2. Active Digital Users represents customers of all online and/or mobile services within the last 90 days through December 2021. Excludes Citi Mortgage and Citi Retail Services reported in U.S. Personal Banking. Includes consumer wealth customers reported under Global Wealth Management.
3. Reflects Branded Cards digital spend, including e-Commerce merchants and online transactions, 2021 (excludes Retail Services and Business Cards).
4. Digital customer defined as one with at least one login to Citi's digital services 90 days.
5. Reflects EOP balances in December 2020 for Retail Banking customers. Includes consumer wealth deposits reported under Global Wealth Management.
6. Reflects average revenue from Branded Cards customers in 2019 and 2020.
7. Includes expenses related to customer service, transaction services, core operations, credit operations, collections and leveraged support, 2021.

Slide 33

1. Includes consumer wealth deposits reported under Global Wealth Management.
2. Includes Branded Cards and Retail Services.

Slide 35

1. Client assets include AUMs, deposits and trust and custody assets.

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1. Return on Tangible Common Equity (RoTCE) is a non-GAAP financial measure. RoTCE represents annualized net income as a percentage of average allocated tangible common equity.
2. RoTCE excluding the impact of the ACL release in 2021 is a non-GAAP financial measure.

Glossary of Terms



ACL Allowance for Credit Losses
API Application Programming Interfaces
ANR Average Net Receivables
AUM Assets Under Management
AVG Average
CAGR Compound Annual Growth Rate
CPC Citigold Private Client
CRM Customer Relationship Management
EMEA Europe, Middle East, & Africa
EOP End of Period

FY Fiscal Year
GWM Global Wealth Management
HK Hong Kong
HNW High-Net-Worth
ICG Institutional Clients Group
LATAM Latin America
LFG Law Firm Group
NCL Net Credit Losses
NAM North America
NII Net Interest Income

NPS Net Promoter Score
PBWM Personal Banking & Wealth Management
POS Point of Sale
PP Percentage Points
RoTCE Return on Tangible Common Equity
SG Singapore
TCE Tangible Common Equity
TTS Treasury and Trade Solutions
UHNW Ultra-High-Net-Worth
USPB United States Personal Banking
YTD Year to Date