



*For immediate release*

## Citi Partners with Resorts World Genting for the 'Citi Rewards You' Weekend Fiesta

**Get a Chili Lobster at Burger & Lobster or a Samsung Multi-room 360° Sound Speaker at only RM8**

**Kuala Lumpur, 22<sup>nd</sup> March 2019** – Citi credit and debit cardholders as well as Genting Rewards Card members will be in for a real deal from 22<sup>nd</sup> March to 24<sup>th</sup> March 2019 at Resorts World Genting. The 'Citi Rewards You' Weekend Fiesta held at the Genting International Convention Centre (GICC) promises discounts and prizes to be won totalling RM500, 000. Card transactions over the weekend are projected to exceed RM2 million. Citi's target is for a 10% growth in new cards' issuance. During the three-day Weekend Fiesta, there will be eight hours of fun and promotions lined up daily including the Citi RM8 Early Bird Sale, the Citi Special Flash Sale and appearances by the mascots of Skytropolis Funland 'Tabby the Tiger' and 'Allie the Elephant' twice daily. On top of that, VIP members will be able to enjoy a Barista Experience at Cafés Richard and a wine tasting event at the GICC.

The fiesta kicked off with a launch on 22<sup>nd</sup> March 2019 with Elaine Fan, Citi Malaysia Consumer Business Manager and Lee Thiam Kit, Head of Business Operations and Strategies, Resorts World Genting. Also present were Zuliana Tann, Citi Malaysia Head of Corporate Banking and Clarence Tan, Vice President of Loyalty and Acquisition, Resorts World Genting.

"Citi has always had a long-standing relationship with Genting Group of more than 25 years across our Citi network. This is the first time that we are partnering with Resorts World Genting to bring an event of this scale to both Citi customers and Genting Rewards card members. This first ever strategic collaboration between Citi and Resorts World Genting showcased Resorts World Genting's extensive offerings to Citi card members to bring exceptional offers and rewards to both our customers." said Elaine Fan.

"Integrating digital innovation and new technology in financial services to deliver a remarkable customer experience is priority for us at Citi. We are a dominant card player and digitization has transformed our operations giving us competitive advantage and a clear brand differentiation," she added.

### **Page 2**

"Besides having exciting events at the resort, we are pleased to have the opportunity to partner with Citi to organise the 'Citi Rewards You' Weekend Fiesta at Resorts World Genting, where exceptional offers are made available to our visitors including over four million Genting Rewards Card members. At the same time we like to welcome all Citi card members to the resort to enjoy the many new

attractions we have to offer.’ said Lee Thiam Kit, Head of Business Operations and Strategies, Resorts World Genting.

### **Citi RM8 Early Bird Sale**

Resorts World Genting has held numerous sales in the past but this is by far the most attractive. Under the RM8 early bird offer for one hour only, the first 28 visitors will be able to purchase the speciality dish from Burger & Lobster, the Chili Lobster worth RM185 from 11 am – 12 noon daily. Other RM8 early-bird items on sale include a Samsung Multiroom 360° Sound Speaker, Xiaomi Mi Band 3 and a pair of Skytropolis Funland Preview Passes.

### **Spin the Wheel**

Those who spend a minimum of RM500 at the Weekend fiesta will win one of the many fabulous prizes offered. Those who Spin The Wheel will receive one of ten gifts such as a Samsung Multiroom 360° Sound Speaker, a Philips Turbostar Tech Air Fryer with Quick Clean Basket & Grill Pan, a Swarovski Pen, The VOID Entry Passes and more.

### **Flash Sale**

Citi cardholders and Genting Rewards Card members will have opportunity to grab 50% discounts on selected merchandise during the ‘Flash Sale’ between 6.00 pm to 7.00 pm daily based on a first come first served basis. Items for grabs during the ‘Flash Sale’ include the Samsung S10e 128GB smart phone for only RM1,350; the DYSON Vacuum (V10 Fluffy) for RM1,350; the IMAXX Robot Vacuum Cleaner for RM550; the Philip VIVA Collection All-in-One cooker 6L for RM500 and Le Creuset Toughened Non-Stick Milk Pan for only RM200.

There will be something for everyone, even the kids as there will be appearances by the Highlands Heroes ‘Tabby the Tiger’ and ‘Allie the Elephant’, balloon and popcorn giveaways throughout the three-day event. Citi cardholders and Genting Rewards Card members who spend RM388 and RM288, respectively at SkyAvenue and the Genting Highlands Premium Outlets will be able to receive a backpack worth RM150. The giving doesn’t stop as those who follow Citibank Malaysia on Facebook and download the Citi Mobile Banking app can redeem a RM10 dining voucher at Resorts World Genting. There will be other attractive offers on hand for new applicants for the Citi credit card and products as well.

For those who can’t make it from 22<sup>nd</sup> -24<sup>th</sup> March, do not have to fret as there will be up to 28% discounts until 30 June on selected F&B outlets and hotels at Resorts World Genting. Participants can also enjoy up to 18% off on Awana SkyWay tickets, 8% off for Premier & Elite Limousine Service, Zouk Genting entrance offers and much more.

Page 3

This will be Citi’s first ‘Citi Rewards You’ fiesta at Resorts World Genting, where a wide range of products and services in various categories with more than 50 brands such as Pandora, Dyson, Samsung and Harvey Norman will be up for grabs.

In 2017, Citi held its first 'Citi Rewards You' Carnival for over 150,000 Citi card members. The carnival which successfully integrated digital innovation and new technology in financial services saw a 300% increase in Citi Mobile Apps downloaded. More than 900 million rewards points were redeemed at approximately 150 merchants and exhibitors.

Citi has embarked on innovative solutions for its cards business such as real time pay with points, upgraded mobile banking platform empowering customers to personalise their credit card needs and live chats for customers to engage with Citi 24 hours daily.

Please visit [www.citibank.com.my/RWG](http://www.citibank.com.my/RWG) or [www.rwgenting.com](http://www.rwgenting.com) for more information and terms and conditions or alternatively call +603 6101 1118.

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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.

Additional information may be found at [www.citigroup.com](http://www.citigroup.com) | Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://new.citi.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

### **About Resorts World Genting**

Resorts World Genting ("RWG") is a premier leisure and entertainment resort in Malaysia located 58 minutes from Kuala Lumpur. The resort stands majestically at 6,000 feet above sea level, on a tropical jungle that is over 130 million years old. Throughout the year, the resort enjoys cool weather between 16 and 24 degrees, making it one of Malaysia's most popular tourists' destinations with nearly 26 million visitors in 2018.

The resort boasts of over 10,000 rooms spread across 7 hotels with one, the world's biggest hotel with 7351 rooms and another hotel with an 18 holes golf course. Its shopping mall, SkyAvenue is 600,000 sq ft with 168 tenants that includes entertainment attractions, cinemas, dining and retail outlets. The First World Plaza which is adjacent to SkyAvenue offers business convention facilities, ballrooms and shopping malls. The Resort also hosts top performers and artistes at the 5200-seater Arena of Stars and the 1200- seater Genting International Showroom.

Today, Resorts World Genting has introduced various new facilities and attractions under the Genting Integrated Tourism Plan, which includes the newly refurbished Theme Park Hotel, additional tower at the First World Hotel and the new Awana SkyWay cable car system. The indoor

### **Page 4**

amusement park, Skytropolis Funland is currently open with 13 rides. Nine more rides are to be introduced in stages. The area consists of other attractions such as Asia's first hyper reality experience The Void, skilled games centre The Big Top and more virtual reality experience at Imaginatrix which is scheduled to open late second quarter.

The Genting Highlands Premium Outlet (a property of Genting Simon Sdn Bhd, a joint venture between Genting Plantations Berhad and Simon Property Group) also complements the new and existing offerings at RWG.