

Citibank: Stock Index Insured Account



About Citigroup

Citigroup is the first financial services company in the U.S. to bring together banking, insurance, and investments under one umbrella.

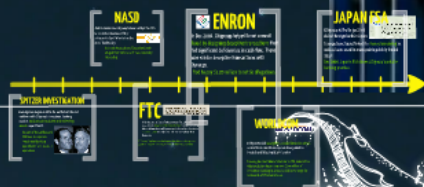
141,000 full-time, 7,000 part-time employees in the U.S.
146,000 full-time employees in more than 100 countries outside U.S.

Citigroup has a 200 year old legacy of innovation and achievement.

Business

Global Consumer Bank
Global Wealth Management

SCANDALS



Financial Effect

- ① During 2002, 30% market value lost
- ② In May 2003, dropped coverage of 117 companies
- ③ In 2005, The Fed talks Mergers and Acquisitions
- ④ Reg liability grew by billions because of regulatory and private litigation

BUSINESS-PLAN



Reaction to the Plan

Changing Citigroup's Reputation

"Citigroup to become the most respected global financial services company"
In Sept. 2004, Prince hired Sally Kravcheck as CEO and head of Strategy. Ms. Kravcheck was known at Smith Barney as "The Queen of Clean".
In Feb. 2005, Prince announced the **Five Point Ethics Plan** in a group memo to his employees. Four page ethical document listed a series of initiatives to be implemented starting March 1, 2005.

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IPMI Executive Class Sept 2012



Azhar Ansori
Christian Huang
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SANDY WEILL



One of Wall Street's most influential men as Citigroup CEO in 1998.
Merged insurance company, The Traveler's Group with Salomon Realty Brokerage and The Citicorp banking empire.
First to bring a list of negative public by the big five CEOs.
Citigroup was at the heart of the 2008 financial crisis, helping to stabilize the global financial system.

CHARLES PRINCE



Became CEO of Citigroup in 2007 and led them with the company for 24 years.
A leader, looking to provide real support to the real world, helping small businesses and communities. He had a heart for helping people, and he was a real leader.
He has been a devoted citizen, legal and ethical leader. He has the same work ethic, the same belief that he is going to do a great job. He is a real leader, and he is a real leader.

Business

Global Consumer Group

Corporate and investment banking

Global Wealth Management



Alternative Investment

Asset Management

Business

Global Consumer Group

Corporate and investment banking

Global Wealth Management

Asset
Management

Alternative
Investment

citibank

citi
Credit Cards

citi financial

citi mortgage

citi insurance

citigroup
corporate and
investment banking

PRIMERICA

Banamex
citigroup

Diners Club
International

citicapital

SMITH BARNEY
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citigroup
asset management

citigroup
private bank

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