

What Happened at Citigroup? (A)

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Citigroup Profile
Citigroup Inc. (Citigroup), incorporated on March 1, 1998, is a global diversified financial services holding company whose businesses provide consumers, corporations, governments and institutions with a broad range of financial products and services.
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Corporate Structure
Citigroup Inc. is a holding company that controls Citigroup's operations through its ownership of Citigroup's operating subsidiaries. Citigroup's operating subsidiaries are organized into four main business segments: Consumer Banking, Commercial Banking, Institutional Services, and Global Markets. Citigroup's operating subsidiaries are also organized into three main geographic regions: North America, Europe, and Asia.

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Global and Global Banking

Financial Performance

Citigroup SWOT

Strategic Initiatives

Global Markets

Consumer Banking

Commercial Banking

Institutional Services

Global Markets



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Citigroup Profile

Citigroup Inc. (Citigroup), incorporated on March 3, 1988, is a global diversified financial services holding company whose businesses provide consumers, corporations, governments and institutions with a broad range of financial products and services.

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Citigroup Mission Statement

-Four Key Principles

Citi's Mission Statement -- "Citi works tirelessly to serve individuals, communities, institutions and nations. With 200 years of experience meeting the world's toughest challenges and seizing its greatest opportunities, we strive to create the best outcomes for our clients and customers with financial solutions that are simple, creative and responsible. An institution connecting over 1,000 cities, 160 countries and millions of people, we are your global bank; we are Citi."

Common Purpose- one team, with one goal; serving our clients and stakeholders.

Responsible Finance- conduct that is transparent, prudent and dependable.

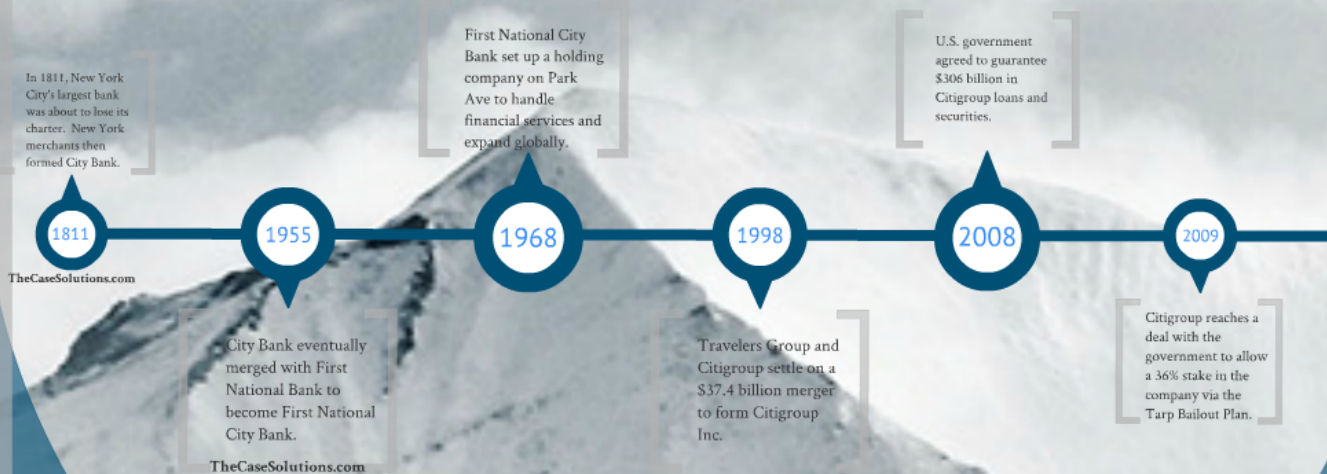
Ingenuity- enhancing our clients' lives through innovation that harnesses the breadth and depth of our information, global network and world-class products.

Leadership- talented people with the best training who thrive in a diverse meritocracy that demands excellence, initiative and courage.

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Citigroup History

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Citigroup History

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In 1811, New York City's largest bank was about to lose its charter. New York merchants then formed City Bank.

1811

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City Bank eventually merged with First National Bank to become First National City Bank.

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1955

First National City Bank set up a holding company on Park Ave to handle financial services and expand globally.

1968

Travelers Group and Citigroup settle on a \$37.4 billion merger to form Citigroup Inc.

1998

U.S. government agreed to guarantee \$306 billion in Citigroup loans and securities.

2008

Citigroup reaches a deal with the government to allow a 36% stake in the company via the Tarp Bailout Plan.

2009

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