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Management Services

# Liquidity Management Services

# Citi Liquidity Management enables clients to manage their cash centrally and efficiently, while funding their business globally



Our Clients typically operate through many currencies, countries, subsidiaries and bank accounts

### Citi Liquidity Management

- Enables clients to deploy their cash to the right place, at the right time, in the right currency to run complex businesses
- Leverages data to provide clients with diagnostics, benchmarking and insights for liquidity optimization at scale



**#1 Market Share**  
in Liquidity Management<sup>(1)</sup>

**#1 Market Access**  
Largest proprietary network for Liquidity Management with ~90 countries<sup>(2)</sup> and ~85 currencies

**#1 in Target Balancing<sup>(3)</sup>**  
cross-border across ~50 countries<sup>(2)</sup>

“Alphabet relies on Citi for its extensive network and expertise to help us operate around the world. Citi’s Global Liquidity Management capabilities help our treasury team so we can focus on strategic priorities.”

Juan Rajlin

VP & Treasurer of Alphabet and Google

# Deepest and most global liquidity solution suite in the industry

## Comprehensive Product Suite

01 Target Balancing and Cash Pooling

02 Deposits and Interest Optimization

03 Short Term Investments

04 Reporting, Data and Analytics



## Addressing Key Client Needs

Greatest breadth and depth of solutions to optimize global liquidity:

- 01 Automated movement of cash to the right place, at right time, in right currency for commerce
- 02 Optimizing yields on operating balances in bank accounts
- 03 Deploying excess cash to meet investment policy objectives
- 04 Platform-integrated data and reporting for control, accounting and optimizing cash

## Growth Drivers

Ever-evolving, complex global needs of **Multinational Large Corporate** clients

Rising demand for Real-Time Liquidity Management for **Digital Commerce**

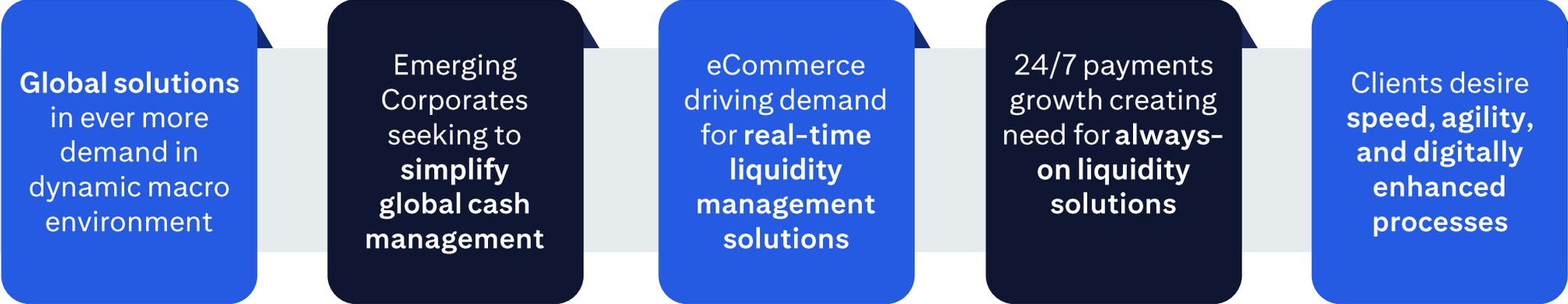
Liquidity solutions for **fast-growing Emerging Corporates, Financial Intermediaries, Banks and Investors**

# Maintaining global market leadership through innovation

## Services Four Strategic Pillars



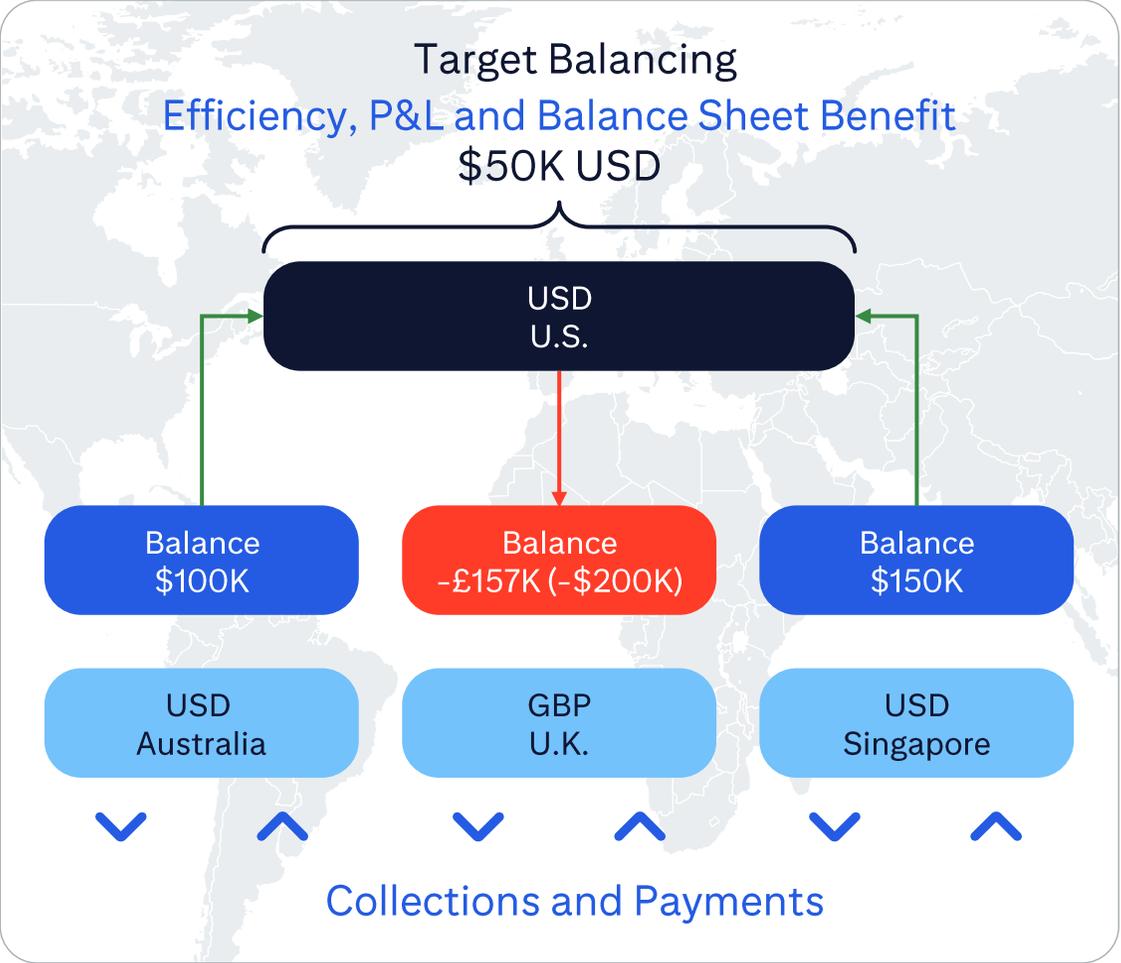
## Client Expectations



## Liquidity Management Investments include



# Illustration: How clients use *Target Balancing* every day to benefit from our network reach



Clients use *Target Balancing* to sweep across currencies, countries, subsidiaries and bank accounts at *end of day*



Clients gain automation and financial efficiency, *improving their returns*

This benefit accelerates as clients become more *global, complex*



Citi delivers in *more countries, with locale-relevant features, creating unique value for clients with international needs*

## Large Corporate Client Case Study

~900 accounts, 68 countries, 65 currencies, ~\$4 billion in deposits, transacting ~10mm annual payment transactions

**Citi Liquidity Management enables client to save estimated ~\$500mm of daily liquidity per day<sup>(1)</sup>**

# Illustration: For clients with digital commerce-accelerated cash cycles *Real-Time Funding* provides target balancing on 24/7 basis

<p><b>Client Need</b></p>  <p>Ensure timely funding of subsidiaries' real-time payments</p>	 <p>Reduce inefficiency of pre-funding bank accounts with cash</p>	 <p>Reduce manual processes for liquidity management through day</p>	<p><b>Citi Solution</b></p>  <p><b>Real-time Funding: 24/7 mobilization, including weekends and holidays</b></p>
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## How Real-time Funding Works

- Client decides global rules:** "Maintain \$2mm balance in my local account in Australia"
- Client has local payment event:** \$2.25mm payment in Australia results in balance below rule
- Seamless global funding:** Real-time Funding tops-up Australia from central U.K. account



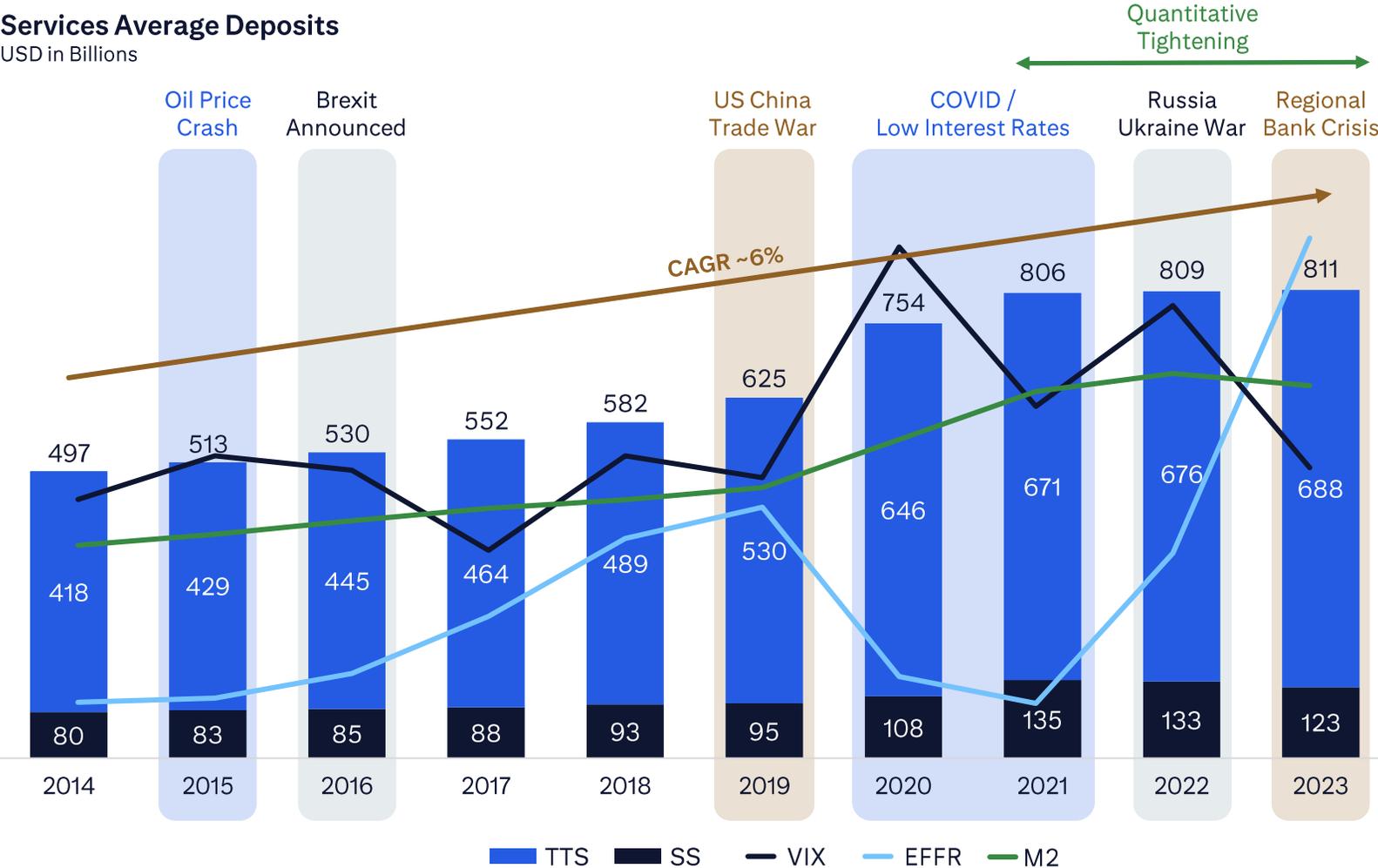
## Benefits

-  Client **seamlessly funds subsidiaries** for payments during — or even after—normal hours
-  Client **further automates processes** for liquidity visibility and movement
-  Client **avoids inefficient cash buffers** otherwise needed for unexpected payments after hours

# Liquidity suite results in stable deposits through cycles

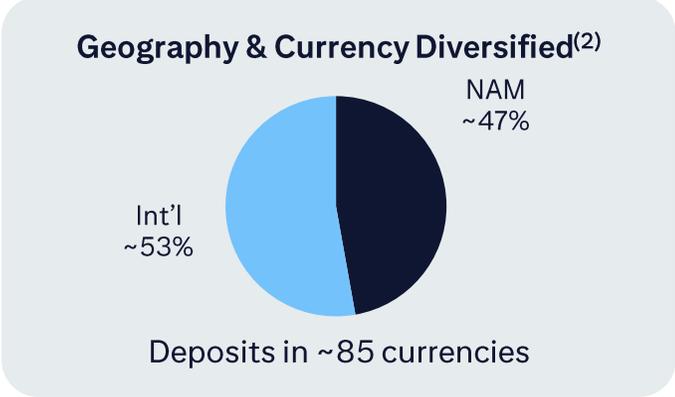
Value of the solution suite attracts sticky deposits and drives growing revenue and market-leading market share.

**Services Average Deposits**  
USD in Billions



**Sticky**  
Nearly **80%** of deposits from clients with **greater than 15-year** relationships

**Operational**  
~**80%** of deposits from clients using **Liquidity + Payments + Trade<sup>(1)</sup>**



# Citi's Liquidity Management business is uniquely positioned to leverage core competencies today and innovate for future growth



Data Driven Advisory

- Leveraging our data to provide clients with unique analytics, diagnostics and insights to optimize treasury operations
- **Innovating** to serve up end-to-end digital experience from proactive insights to onboarding to AI-powered optimization

Remain the platform for most impactful global liquidity insights and solutions



Global Reach

- Expansion of liquidity hubs to help clients future-proof for new business model needs
- **Innovating** to continue rollout of new products for evolving complex global needs and market conditions

Remain the preeminent franchise for navigating global complexity



Growth Segments

- Targeted solution packages for fast-growing Emerging Corporates, Financial Intermediaries, Banks and Investor clients
- **Innovating** to deliver “Simplify Liquidity Management” solutions for growing industry-verticals

Be the go-to bank for fast-growing segments with international needs



Real-time Economy

- Real-Time Liquidity Management underpinning Services solutions
- **Innovating** to deliver token-enabled<sup>(1)</sup> 24/7 Liquidity Management for clients

Serve growing API-enabled, end-to-end client digital commerce cycles

The Citi logo, featuring the word "citi" in a white, lowercase, sans-serif font. A red arc is positioned above the letter "i".

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# Forward-looking statements

Certain statements in this presentation are "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These 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 and 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. These factors may include, among others, the execution and efficacy of Citi's transformation, simplification and other strategic and other initiatives, including those related to its investment, expense and capital-related actions; the potential outcomes of the extensive legal and regulatory proceedings, examinations, investigations, consent orders and related compliance efforts and other inquiries to which Citi is or may be subject; ongoing regulatory and legislative uncertainties and changes, including changes in regulatory capital rules; macroeconomic, geopolitical and other challenges and uncertainties, including those related to economic growth, inflation and interest rates; and the precautionary statements included in this presentation. These factors also consist of those contained in Citigroup's filings with the U.S. Securities and Exchange Commission, including without limitation the "Risk Factors" section of Citigroup's 2023 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.

# Footnotes: Liquidity Management Services

## Slide 2

1. Source: Coalition Greenwich FY23 Global Competitor Benchmarking Analytics. Rankings are also based upon Citi's internal product taxonomy, Citi's internal revenues, and Large Corporate & FI Client Segment. Peer Group includes BAC, BARC, BNPP, DB, HSBC, JPM, MUFG, SG, SCB, USB and WFC.
2. Represents both countries and jurisdictions.
3. Number 1 position as of 2023 based on the number of countries and jurisdictions where Citi provides this capability, compared to large Peers. Large Peer set is defined as JPM and HSBC.

## Slide 5

1. New products or enhancements are new capabilities, or new countries in which capabilities are available, or enhancements to existing capabilities available to clients for liquidity management.
2. Number 1 position as of 2023 based on the number of countries and jurisdictions where Citi provides this capability, compared to large Peers. Large Peer set is defined as JPM and HSBC.
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5. Citi real-time funding is available in Australia, Hong Kong, and the United Kingdom as of June 2024.
6. A new interbranch solution that will convert clients' deposits into digital tokens that can be used for instant cross-border payments, liquidity, and automated trade finance solutions around the clock. This solution helps us deliver real-time, always-on, next-generation transaction banking services to our institutional clients.

## Slide 6

1. Based on Citi analysis of how much the client was able to lower aggregate cash levels across their bank accounts as a consequence of Target Balancing. Computed by ascertaining the client's account positions before and after Target Balancing sweeps that had occurred across accounts in the Target Balancing structure.

## Slide 8

1. Based on Citi analysis of clients' TTS deposits and the TTS solutions that the same clients used (defined as solutions that generated revenue).
2. Represents end of period deposits as of December 31, 2023. Based on geographical booking center of deposit, not the currency.

## Slide 9

1. A product or service that uses tokenization to provide more efficient solutions. Tokenization is the process by which a piece of sensitive data is replaced by a surrogate data point known as a token, that references back to the sensitive data stored in a secure location. A token on its own does not have any intrinsic or exploitable value.

# Glossary of Terms

- **ACH:** Automated Clearing House
- **ADR:** American Depositary Receipt
- **AI:** Artificial Intelligence
- **AML:** Anti-Money Laundering
- **APAC:** Asia Pacific
- **API:** Application Program Interface
- **ASEAN:** Association of Southeast Asian Nations
- **AUA:** Assets Under Administration
- **AUC:** Assets Under Custody
- **B2B:** Business-to-Business
- **B2C:** Business-to-Consumer
- **BNPL:** Buy-Now-Pay-Later
- **bps:** Basis Point
- **C2B:** Consumer-to-Business
- **CAGR:** Compounded Annual Growth Rate
- **CCB:** Citi Commercial Bank
- **CET1:** Common Equity Tier 1
- **CLO:** Collateralized Loan Obligation
- **CP:** Commercial Paper
- **D2C:** Direct-to-Consumer
- **DD:** Direct Deposits
- **DTA:** Deferred Tax Assets
- **EBT:** Earnings Before Tax
- **EMEA:** Europe, Middle East & Africa
- **EOP:** End of Period
- **ETF:** Exchange Traded Fund
- **EU:** European Union
- **FDIC:** Federal Deposit Insurance Corporation
- **FI:** Fixed Income
- **FIs:** Financial Institutions
- **FX:** Foreign Exchange
- **GBP:** British Pound Sterling
- **GDR:** Global Depositary Receipts
- **GSIB:** Globally Systemically Important Banks
- **HQLA:** High Quality Liquid Assets
- **IB:** Investment Banking
- **ICG:** Institutional Clients Group
- **IP:** Intellectual Property
- **LATAM:** Latin America
- **LCR:** Liquidity Capital Ratio
- **M&A:** Mergers & Acquisitions
- **MTN:** Medium-Term Notes
- **NAM:** North America
- **NCL:** Net Credit Losses
- **NII:** Net Interest Income
- **NIR:** Non-Interest Revenue
- **PaaS:** Platform as a Service
- **PB:** Personal Bank
- **PBWM:** Personal Banking & Wealth Management
- **RoTCE:** Return on Tangible Common Equity
- **RWA:** Risk-Weighted Assets
- **SCB:** Stress Capital Buffer
- **SS:** Securities Services
- **SWF:** Sovereign Wealth Fund
- **TBVPS:** Tangible Book Value Per Share
- **TCE:** Tangible Common Equity
- **TTS:** Treasury & Trade Solutions
- **TWCS:** Trade & Working Capital Solutions
- **USD:** U.S. Dollar
- **USPB:** U.S. Personal Bank
- **YoY:** Year over Year



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