

Citibank Europe plc,  
organizační složka

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## **Citi Czech Republic's New Shopping Card Offers a Unique Cash Back Program to Cardholders**

Customers can get up to CZK1,000 cash back in a month from their regular shopping

**Czech customers now have a unique opportunity to save on their daily shopping! The new Citi Shopping card enables customers to receive up to CZK 1,000 back on their card every month from their regular shopping.**

Citibank in cooperation with Visa Europe is launching a unique credit card offering in the Czech market. Representing the beginning of its credit card partnership with Visa Europe in the Czech Republic, Citibank is issuing the eye-catching transparent black card that rewards customers instantly every month with its rich cash back offer.

With this new card, customers receive two per cent back on their regular shopping, such as when they buy food and groceries, clothes, furniture, and sporting goods, and when they spend at restaurants and bars. Customers can receive up to CZK 1,000 back every month (or CZK 12,000 every year) from these qualifying spend categories, and they will see this cash back automatically credited on their monthly credit card statement.



Furthermore, during their first three months, Citi Shopping card customers get an additional eight per cent back on these regular spend categories. In total, customers may get up to 10 per cent off on their everyday spend, without changing their current shopping habits.

"Citi's strategy is to bring products to market, which make people's lives easier and make everyday activities such as shopping and payment for services more pleasant. We at Citi have been focusing on developing products that add tangible value to our customers' lives. We designed the Citi Shopping card in collaboration with our customers, and we believe that the features of this product will truly appeal to them," says George Denisenko, Director for Credit Products at Citibank.

"Citibank, with its wealth of experience in credit cards, is an important partner for Visa Europe. Their new product is unique for its design and its benefits. It also meets the highest criteria for EMV chip card issuance. We expect this product to quickly gain popularity among credit card customers and merchants," said Miloslav Kozler, regional manager for Visa Europe for Czech republic and Slovakia.

A recent Citibank analysis showed that credit cardholders' shopping habits had shifted in the last year. Credit cards are now more frequently used for basic necessities such as food purchases and groceries. On a transaction count basis, credit card usage increased 6% year

on year, taking the month of December alone. Likewise, for the same period, the amount spent by cardholders increased two per cent year on year.

“Consumers are now more informed about credit cards, due to the increased number of credit card products in the market, as well as the increased press coverage that the product has received over the last year. While customers are beginning to use their credit card more often on regular, day-to-day transactions, we have also observed that customers are demanding more benefits and value from their credit card,” comments George Denisenko. “The cash back rewards scheme allows our customers to enjoy the benefits of their rewards instantly. More importantly, it gives them the flexibility to decide where to use the money that they saved. Effectively, the card gives value to our customers by helping them save on their regular expenses, especially in these times of economic uncertainty”, he adds.

In addition to getting monthly cash back from their regular spend, customers can get further discounts of up to 25% on merchandise and services purchased from Citi Club merchant partners. These Citi Club discounts are directly reduced from the total amount that they pay at the point of sale. “When the cash back feature is combined with our exclusive Citi Club offers, the customers can greatly benefit from having the Citi Shopping card in their wallet,” comments George Denisenko.

Finally, customers can share this benefit with their family, as they are entitled to up to four additional cards.

More information on the Citi Shopping card is available online at [www.citikarta.cz](http://www.citikarta.cz), through Citiphone service line (233 062 222) or at Citibank stands in selected shopping centres in major cities across the Czech Republic.

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