



Citigroup in Kuwait - 2006

When Kuwait's National Assembly passed a bill allowing foreign-owned banks to operate in Kuwait, Citigroup was one of the first institutions to submit their application to the Central Bank and enter the market. This important step required locating suitable premises that would serve Citigroup's demanding standards and present a professional image to the new market. More importantly – they required that the space be available now.

Citigroup's need for a suitable immediate location with all the modern furnishings and facilities fit for such a bank prompted it to select IO Centers as its first location in Kuwait. Some of its many requirements included the following:

- **Flexible Offices** – As and when they needed it, IO Centers enabled Citigroup to increase their business space as their team grew from a small team to becoming fully operational.
- **Security** – The sensitive nature of information associated with a bank meant that there had to be very high security levels that was provided by IO Centers and in compliance with international security norms.
- **IT & Communications** – Citigroup required special IT and communications facilities that IO Centers set up for them. This included modification of an existing IO Centers office to facilitate their high-tech communications room.



- **Speed** – IO Centers offered the fastest and most flexible office solution for Citigroup in Kuwait. As they needed to enter the market immediately, IO Centers was prepared and fully equipped to handle all their requirements as and when needed.
- **Prime Location** – Being a bank necessitates a location in the heart of the central business district and, since IO Centers' two locations are both in Kuwait City, this was an easy choice for Citigroup.

Citigroup also required all the other necessary facilities to be found in any modern business space, and that IO Centers provided, in addition to everything needed to make them feel at home in their own offices.

“Taking up offices at IO Centers helped facilitate our move to Kuwait,” said Raj Divedi, Citigroup Country Officer and General Manager. “Everything ran smoothly and all our needs were carefully attended to by the IO Centers team who were very professional, friendly and helpful at all times.”

Citigroup is one of many multinational businesses that have trusted IO Centers with their business needs and that include HP, Nokia, BNP Paribas, National Bank of Abu Dhabi, Microsoft and Etihad Airways.

Citigroup (NYSE: C), the leading global financial services company has some 200 million customer accounts and does business in more than 100 countries, providing 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, and wealth management. Major brand names under Citigroup's trademark red umbrella include Citibank, CitiFinancial, Primerica, Smith Barney and Banamex. Additional information may be found at www.citigroup.com

IO Centers, is the leading serviced and furnished business space provider in Kuwait. Its offices come complete with modern furnishings, CISCO IP phones with direct lines in every office, receptionist services, hospitality services, IT support, daily office cleaning, local business facilitation and licensing, and the Centers are located in the prestigious Arraya Centre and Dar Al Awadi Complex in Sharq, Kuwait City.