

EUROMONEY

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Private banking
survey 2008

Citi Private Bank is #1 in North America and the United States

NORTH AMERICA

NORTH AMERICA

BEST PRIVATE BANKING SERVICES OVERALL

2008 2007

1	2	Citi
2	3	UBS
3	1	JPMorgan
4	9=	HSBC
5	5	Goldman Sachs

UNITED STATES

UNITED STATES

BEST PRIVATE BANKING SERVICES OVERALL

2008 2007

1	2	Citi
2	1	JPMorgan
3	4=	UBS
4	3	Goldman Sachs
5		HSBC

GLOBAL

GLOBAL

BEST PRIVATE BANKING SERVICES OVERALL

2008 2007

1	1	UBS
2	2	Citi
3	3	HSBC
4	4	Credit Suisse
5	6	Deutsche Bank

Promising commitment

Despite the private bank's small stature in the whole of Citi, John Longley, CEO of Citi Private Bank in the US and Canada says the commitment to it will be maintained. It ranked second best global private bank in Euromoney's 2008 private banking poll, so it seems that Citi's peers are confident that the firm is still performing well. Third-quarter 2007 client business volumes (from assets and lending and financing) were up 28% to \$298 billion and revenues were up 25%.

"The private bank is a strong earner and one of the higher-growth businesses in the organization. It complements the alternatives group and the investment banking group, as well as having a good partnership with Smith Barney, so its importance as a business line is understood within the entire institution," says Longley. New Citi CEO Vikram Pandit has echoed Longley by saying that the wealth management arm is viewed as a growth business.



"The private bank is one of the higher-growth businesses in our organization."

John Longley
CEO
Citi Private Bank
US and Canada

Private banking poll

NORTH AMERICA

NET-WORTH-SPECIFIC SERVICES

HIGH NET-WORTH I (\$1 MILLION TO \$10 MILLION)

2008 2007

1	2	UBS
2	10	Citi
3	1	Merrill Lynch

HIGH NET-WORTH II (\$10 MILLION TO \$30 MILLION)

2008 2007

1	2	Citi
2	4	UBS
3	1	JPMorgan

CUSTOMER SERVICES

EQUITY PORTFOLIO MANAGEMENT

2008 2007

1	2	Merrill Lynch
2	3	UBS
3=	7	Citi
3=	1	Goldman Sachs

HEDGE FUND INVESTMENT

2008 2007

1	5	UBS
2	1	Goldman Sachs
3	2	Citi

MANAGED FUTURES

2008 2007

1	1	Merrill Lynch
2	2	Citi
3	4	UBS

FOREIGN EXCHANGE

2008 2007

1	1	Citi
2	5=	Deutsche Bank
3	2	UBS

REAL ESTATE INVESTMENT

2008 2007

1	3=	JPMorgan
2	2	Goldman Sachs
3	6=	Citi

LUXURY INVESTMENT

2008 2007

1	1	Citi
2	2	UBS
3	3=	JPMorgan

ISLAMIC BANKING SERVICES

2008 2007

1	1	Citi
2	7=	UBS
3	2=	HSBC

FAMILY OFFICE SERVICES

2008 2007

1	4	UBS
2	8	Citi
3	1	JPMorgan

TAX GUIDANCE AND SERVICES

2008 2007

1	1	Ernst & Young
2	10=	Baker & McKenzie
3=	10=	Citi
3=	2	KPMG

SPECIALIZED SERVICES

INHERITED WEALTH AND BUSINESS

2008 2007

1	11	UBS
2	1	Citi
3	3	JPMorgan

CORPORATE EXECUTIVES

2008 2007

1	1	Citi
2	3	UBS
3	4	Bank of America

ENTREPRENEURS

2008 2007

1	2	Citi
2	1	Goldman Sachs
3	17=	Lehman Brothers

UNITED STATES

UNITED STATES

CUSTOMER SERVICES

HEDGE FUND INVESTMENT

2008 2007

1	1=	Citi
2	1=	Merrill Lynch
3	4	Goldman Sachs

SPECIALIZED SERVICES

CORPORATE EXECUTIVES

2008 2007

1	1	Citi
2	3=	Bank of America
3	2	Goldman Sachs

ENTREPRENEURS

2008 2007

1	2	Citi
2	14=	Lehman Brothers
3	1	Goldman Sachs

BOSTON

BEST PRIVATE BANKING SERVICES

OVERALL

2008 2007

1=		Citi
1=		Goldman Sachs
2		Merrill Lynch
3		JPMorgan

EQUITY PORTFOLIO MANAGEMENT

2008 2007

1=		Citi
1=		Merrill Lynch
3		Lehman Brothers

MIAMI

BEST PRIVATE BANKING SERVICES

OVERALL

2008 2007

1		Citi
2		JPMorgan
3		HSBC

FIXED-INCOME PORTFOLIO

MANAGEMENT

2008 2007

1		Citi
2		HSBC
3		UBS

NEW YORK

BEST PRIVATE BANKING SERVICES

OVERALL

2008 2007

1		Citi
2		Goldman Sachs
3		JPMorgan

EQUITY PORTFOLIO MANAGEMENT

2008 2007

1		Citi
2		JPMorgan
3		UBS

HEDGE FUND INVESTMENT

2008 2007

1		Citi
2		Merrill Lynch
3		Credit Suisse