

Warsaw, April 2021

### **Citi Handlowy issues a card for those who love shopping on AliExpress**

**AliExpress, the global retail online marketplace part of Alibaba Group, and Citi Handlowy have joined forces and started cooperation, in which the bank will issue a co-branded Visa credit card. It will offer its users vouchers and coupons to AliExpress as well as discounts at the bank's partners. The cooperation of the two companies will make shopping not only easier, but also, potentially, cheaper.**

In order to enjoy the card, clients simply have to apply directly for the card on the bank's website, with information also being found on AliExpress the mobile app or website. With the innovative biometric solution implemented nearly two years ago by Citi Handlowy, the leader on the Polish card product market, one can verify one's identity with a simple selfie. Thus, the entire application process can be done remotely, without leaving home.

*"Online shopping has become even more important during the pandemic and the related restrictions. Today, you can buy pretty much anything without leaving home, and AliExpress is definitely one of Poles' favorite shopping platforms. Therefore, we are happy to jointly offer the market's first co-branding e-commerce card, which will not only enable simple and safe purchases, but, above all, will deliver additional perks to our common clients,"* says **Katarzyna Przybyła** responsible for the Unsecured Assets Division at Citi Handlowy.

AliExpress has seen three figure growth over the recent period as the Polish ecommerce market has become the fastest growing in Europe. Particularly strong sales have come from categories such as home, health and fitness and consumer electronics, with many products shipped within 3 days from AliExpress' local Polish warehouses. This month, the platform launched a guaranteed 15-day delivery service for eligible shipments directly from China and the platform is also celebrating its annual birthday sale from 29 March to April 2<sup>nd</sup>.

*"Citi Handlowy is a long-standing partner of AliExpress and we are proud to work together to launch this first of a kind ecommerce card on the Polish market,"* said **Gary Topp**, Central & Eastern Europe CEO at AliExpress. *"We believe the benefits of the card, combined with the value for money offer AliExpress is already known for, will reward cardholders with the best possible offer in Polish ecommerce."*

Together, the two parties have prepared a really wide offer. First of all, its holders get rewards right from the start. For activating the card and using it to execute at least one cashless transaction its holders will receive a PLN 50 voucher to AliExpress. In addition, if they log in to [the website](#) or to the mobile app of AliExpress and enter their Citibank-AliExpress Card number, they will receive a

welcome coupon of PLN 20. However, it will pay off to use the card more often than that. Those who use it to make purchases of at least PLN 300 a month will collect points in each settlement period, which can be exchanged in Citibank Online for a PLN 15 voucher to AliExpress. This perk will be valid every month for up to 3 years. One doesn't have to exchange points every month. They can be accumulated and collected continuously for up to six settlement periods, and only then be exchanged for a voucher of a higher value. As if that is not enough, there will be one special day a month for the card holders – if, on the eighth day of any month, they pay at least PLN 100 on AliExpress with the Citibank-AliExpress Card, they will receive an additional coupon of PLN 20 to AliExpress.

#### **About Citi Handlowy**

Bank Handlowy w Warszawie SA is one of the largest financial institutions in Poland, offering a wide range of corporate, investment and retail banking products and services under the Citi Handlowy brand. Bank Handlowy provides services to 6.2 thousand corporate clients and approx. 687 thousand retail customers. The Bank's capital group includes Dom Maklerski Banku Handlowego and Handlowy Leasing. Being a member of Citigroup, which is the world's biggest financial company, gives customers access to financial services in over 100 countries.

#### **About AliExpress**

Launched in 2010, AliExpress ([www.aliexpress.com](http://www.aliexpress.com)) is a global retail marketplace that enables consumers from around the world to buy directly from manufacturers and distributors primarily in China and is dedicated to becoming a platform for worldwide merchants to sell locally and globally. AliExpress operates in multiple languages including Polish, English, Portuguese, Spanish, Italian and French.