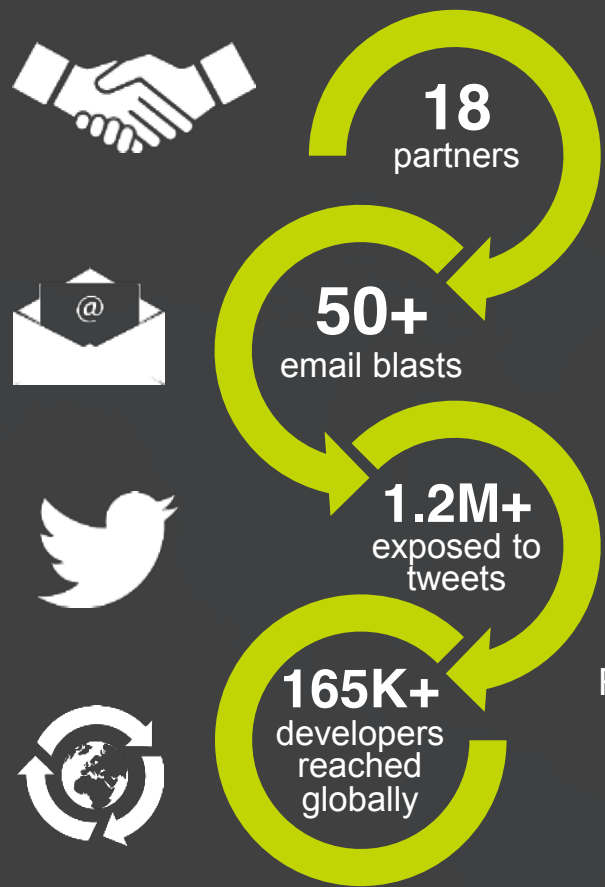
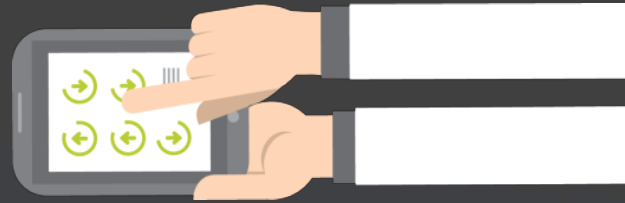


Citi Mobile Challenge US 2014



3000+
top external developers

CREATING SOLUTIONS



Developers from **6** continents,
62 countries, **319** cities



744
REGISTRATIONS



424
SUBMISSIONS

336
INNOVATIVE MOBILE SOLUTIONS



88
INTERNET OF THINGS WEARABLES

UNLEASH. DEVELOP. DISRUPT.

#CITIMOBILECHALLENGE



Partnering to Connect with 165K+ Developers

Collaborators



Enablers



VCs



Citi Mobile Challenge US 2014

61 Finalists Presented in **3** Demo Days



156 Presenters

120 Judges, +50 companies

60 Guests

5M  top 10 trending theme

12 Winners Selected

Mobile Cash
Sharing App



Most Revolutionary
Banking Solution

Citi Change™

Most Innovative
Social Giving
Solution



Most Innovative
Solution for Small
Business

CitiChores

Best Family Banking
Solution

citi concierge

Most Transformative
Branch Experience

JoinPay

Best Payments
Experience

Mobile Withdrawal



Most Innovative
ATM Solution



Best Banking
Solution for Kids

PopMoney on
Android Wear



Best Wearables
Banking Solution

simpli citi

Most Innovative
Customer Servicing
Solution

DOG TOWN

Best Branch
Experience
Improvement

eGifting



Most Innovative
Cards Solution