

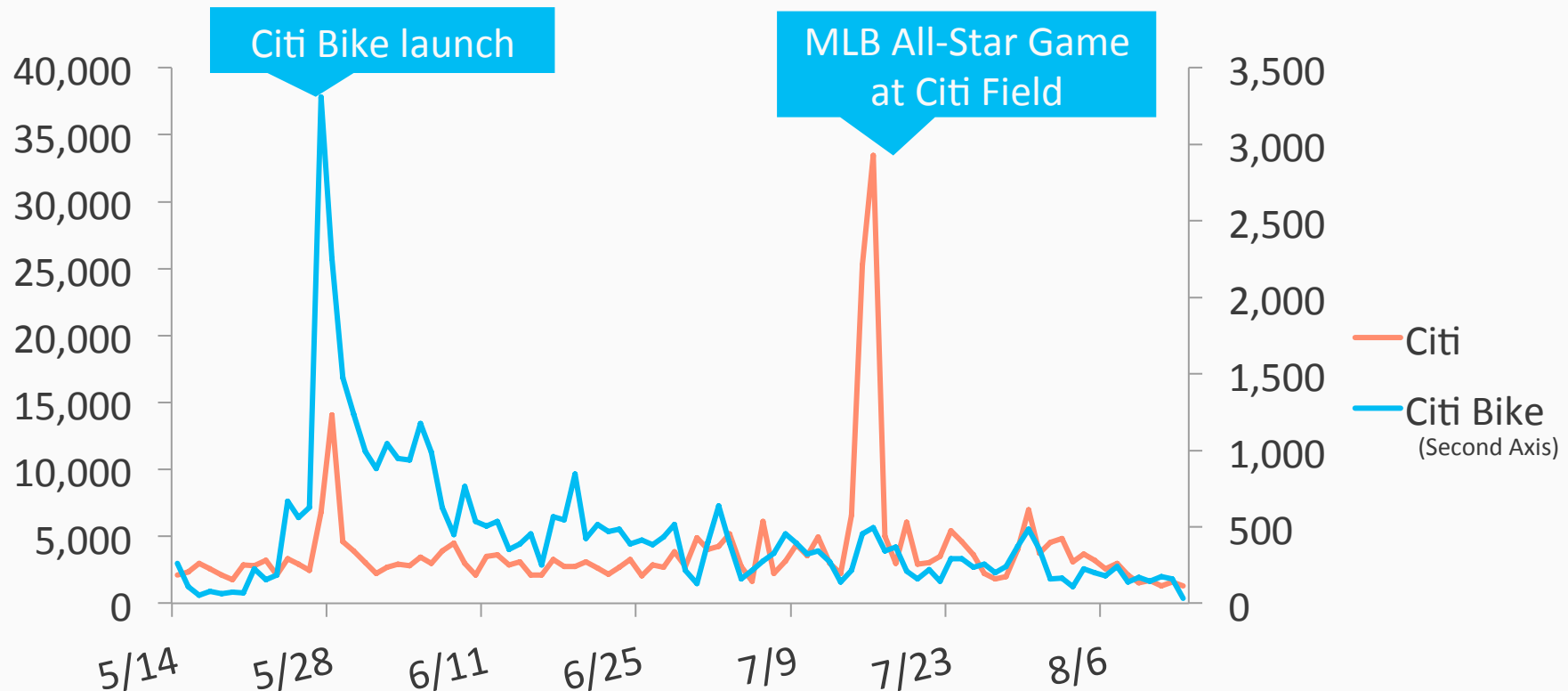


# NEW YORK CITY'S CITI BIKE PROGRAM

*Social Data Reveals Consumer Insights*

# Citigroup – Overall Consumer Conversations

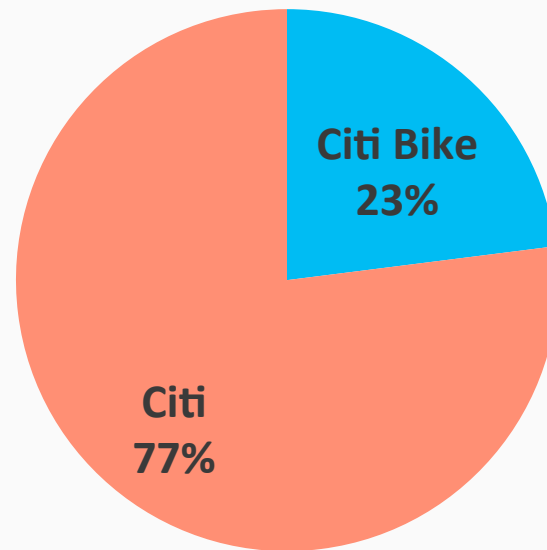
*Sponsorships aside, Citigroup has a consistent level of social engagement around loans, credit cards, and online banking.*



Source: Blogs/Forums/Twitter, 5/13 – 8/12/13

# Citi Bike – Launch Day Conversation

*On launch day, Citibike drove almost a quarter of the total Citigroup conversation, competing with major assets like Citibank and sponsorships like Citi Field.*

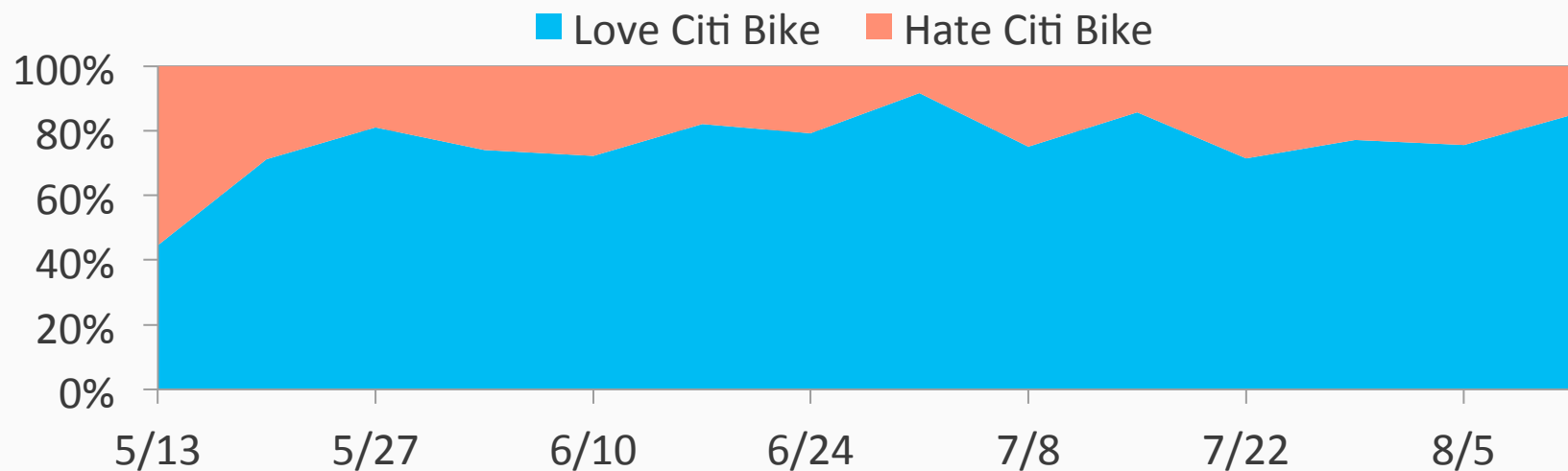


N = 14,090

Source: Blogs/Forums/Twitter, 5/13 – 8/12/13

# Citi Bike – Consumer Reactions

*Initial dislike around the Citibike brand was due to placement of bike docks, but as the user-base increased so did positive consumer reactions.*



N = 41,328

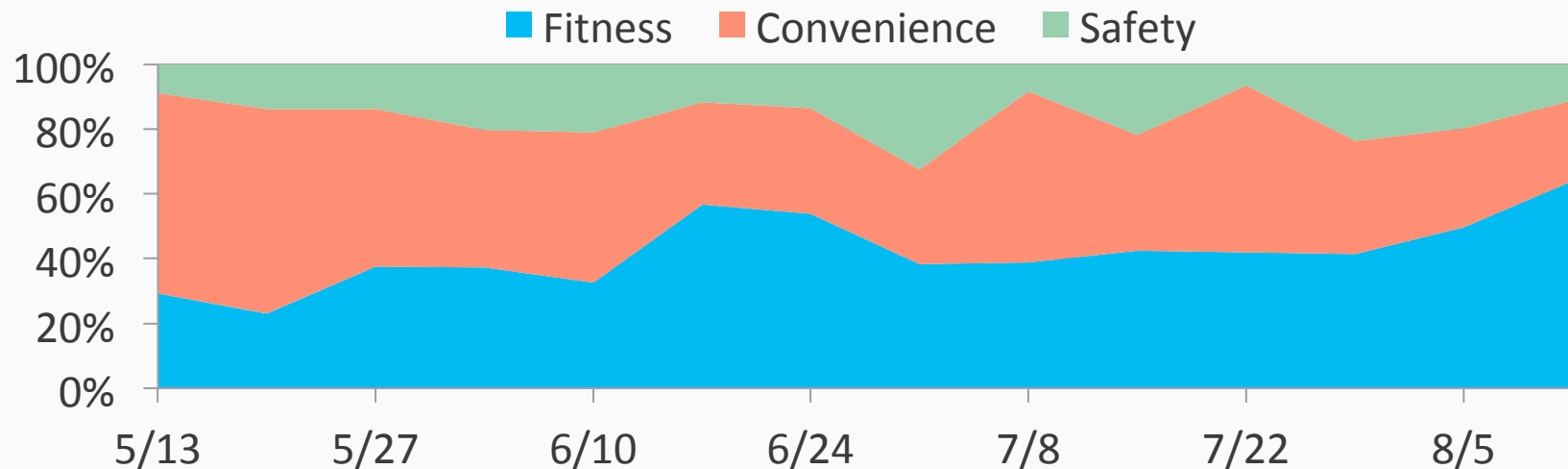
Source: Blogs/Forums/Twitter, 5/13 – 8/12/13

# Citi Bike – Conversation Drivers

## ***Citi Bike conversation had three major themes: Fitness, Convenience, and Safety.***

### ***As customer counts rose:***

- The volume of consumer conversations about Citibike's convenience dropped. (Daily commuters found it difficult to locate or dock bikes during peak-hours.)*
- Fitness conversations increased.*
- Safety-related conversation decreased. (Helmet safety was an initial conversation driver.)*



N = 41,328

Source: Blogs/Forums/Twitter, 5/13 – 8/12/13