

FREQUENTLY ASKED QUESTIONS

Why are you changing the SMS sender ID from Citi PH / CitiPH to UnionBank?

As we previously communicated, Citibank, N.A. Philippine Branch has transferred its consumer banking business to Union Bank of the Philippines effective August 1, 2022. In line with the ongoing transition of services, we are streamlining our communications channels and the way we communicate with you.

Given this, we will be sending SMS communications about your Citi credit cards, loans, and/or wealth accounts using the official UnionBank SMS sender ID (appearing as “**UnionBank**” on your SMS sender list), starting March 1, 2023.

The benefits and services that you currently enjoy remain unchanged.

Why does this change apply only to local mobile numbers (+63 9xx prefix)? What sender ID will I receive SMS messages from if I am abroad?

You will receive SMS communications about your Citi credit cards, loans, and/or wealth accounts on your local mobile number/s on record from the UnionBank SMS sender ID, whether you are in the Philippines or abroad.

What types of communications will I be receiving from which Sender ID?

Channel	Communication	Sender ID
SMS	Marketing SMS messages	UnionBank
	Advisory and Service SMS messages	UnionBank
	One-Time PIN	UnionBank
Email	Marketing emails	Citi Philippines (<i>citibank@emailapps.globalcommon.citi.com</i>) and UnionBank (<i>sf.noreply@ub.unionbankph.com</i>)
	Advisory and Service emails	
	Alerts	Citi Philippines (Citalerts.Philippines@citi.com)
	Electronic Statement / Electronic Advice	Citi e-Statement / Citi e-Advice (<i>phesmail@edelivery.citi.com</i>)

I have an existing UnionBank account and already receiving SMS messages from a UnionBank SMS sender ID. Won't it be confusing if I get communications regarding my Citi accounts from the same SMS sender ID?

You will receive SMS communications regarding your UnionBank and your Citi accounts from the same official UnionBank SMS sender ID. However, it should not be confusing as the content of the SMS pertaining to your Citi credit cards, loans, and/or wealth accounts will clearly label or brand these to be that of Citi's.