

# press release

## **Going above and beyond: Mountaineers make history with the world's first stock trade at Mt Everest Base Camp**

*Unique Himalayan expedition pushing the boundaries of technology and human endeavour*

**15 May 2013, Nepal** – Two mountaineers, Horacio Galanti and Horacio Cunietti, on an environmental expedition to the Himalayas have made history by conducting the world's first stock trade at the Mount Everest South Base Camp at 5,364 metres with Standard Chartered's mobile banking app, Breeze Trade.

The mountaineers are following in the footsteps of climbing greats, Sherpa Tenzing Norgay and Sir Edmund Hillary, on the 60<sup>th</sup> anniversary of Mount Everest being first summited. During this epic journey, the mountaineers will attempt to summit Mount Everest, test drive the capability of mobile technology in extreme environments and help in the recovery of debris left behind on the highest peak on planet earth.

**Mr Aman Narain, Standard Chartered's Group Head of Digital Banking**, said: "The stock order from Mount Everest Base Camp represents a first for the banking industry - demonstrating the power of mobile technology and the versatility of our suite of Breeze mobile banking and lifestyle apps. We congratulate our two Horacios on their amazing journey so far and successful transaction proving yet again that with Standard Chartered Breeze, it is possible to bank anytime, anywhere."

**Mr Ashley Veasey, Standard Chartered's Chief Information Officer, Hong Kong**, said: "Standard Chartered is proud to be associated with this Himalayan expedition which celebrates the capability of human endeavor to go above and beyond to meet our greatest potential. The world's first ever stock order at Base Camp for 50 Standard Chartered shares (**2888:HK**) from the Hong Kong Stock Exchange symbolises the Bank's innovation leadership to go above and beyond customer expectations. We wish our two Horacios the best of luck as they continue to journey to the top of the world on Mount Everest."

Standard Chartered has been digitising its banking services to deliver innovations which address the needs of our globally connected, socially networked customers who are on-the-go. The Bank's suite of banking and lifestyle apps, including Breeze Banking, Breeze Home, Breeze Good Life and Breeze Trade, provide a differentiated mobile banking solution to customers. More than 1 million users around the world have downloaded Breeze.

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**Find out more about our mountaineers and follow the progress of this epic journey to summit Mount Everest:**

- Blog: [Breeze.standardchartered.com](http://Breeze.standardchartered.com)
- Twitter: @stanchartbreeze #AboveandBeyond
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## **NOTE TO EDITORS**

### **Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

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