

# press release

## For Immediate Release

### **Standard Chartered China launches Breeze Living – first of its kind social, location-based mobile lifestyle mobile application**

**Shanghai China, April 15, 2011** –Standard Chartered Bank (China) Limited (“Standard Chartered”) today announced the official release of Breeze Living, a smartphone application for the iPhone that offers open, social and location-based mobile discount coupons “on the go”. Breeze Living is a unique mobile application, combining stunning visual design with the most advanced mobile capabilities on the market today. The launch of Breeze Living, is part of Standard Chartered's aspiration to be the leader in the delivery of fresh, innovative mobile solutions.

Breeze Living is unique in many ways. It allows customers to conveniently locate and take advantage of some of the best merchants' deals in Shanghai. These deals are offered via our partners, Hot Pepper (a popular local discount aggregator) and EnjoyShanghai (a prominent VIP discounts program). Breeze Living is an open platform. Anyone with an iPhone can download it today from the app store for free. Customers of Standard Chartered enjoy privileged benefits, through full access to all discounts and promotions. Anyone else who chooses to download Breeze Living can also enjoy more than a hundred general discounts immediately, to experience and share Shanghai's newest lifestyle application and Standard Chartered's latest mobile innovation. You don't even have to be a customer.

In today's increasingly digitised world, many of the things we do, at both work and at play, are now increasingly possible on a smartphone. The context of those things is changing however, due to rapidly increasing mobility. According to CNNIC report, in 2010, the number of China's web users accessing the internet via mobile phones rose to 303 million, a very significant proportion of China's 457

million overall online internet users. This phenomenon is largely attributable to the sharp reduction in the cost of smartphone devices and the more accessible pricing and speed of mobile data services.

“Breeze Living is an expression of creative digital design and the emergence of China’s design talent. It is an adaptation of the latest smartphone technology including features like augmented reality. Breeze Living is a symbol of the lifestyle experience we are aiming to create via the mobile. The application was designed and developed in China, and is the first social, location based mobile couponing application of its kind in the banking world. Shanghai has the perfect credentials for our launch, being a vibrant, cosmopolitan and truly international city,” said David Lynch, CIO, Standard Chartered Bank (China) Limited.

“Our research tells us the modern consumers in China prefer to access products and services through channels that are convenient to them. In response to their evolving lifestyle and consumption pattern, we are developing a suite of online/mobile/social-media solutions that addresses their needs in financial services and beyond. Breeze Living encapsulates our commitment to deliver high service standard to our customers and represents our next foray into cutting-edge retail banking innovation.” said Bonnie Lam, Head of Consumer Banking, Standard Chartered Bank (China).

Standard Chartered will progressively expand Breeze Living discounts and offers beyond Shanghai into some of the other 17 cities in which it operates. Standard Chartered is also evaluating a potential Breeze Living launch for Android based devices in late 2011.

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For more information about this capability please visit [www.breezeliving.com](http://www.breezeliving.com)  
Or join the conversation now on Weibo: @智令营

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

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. 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

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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.

With 1,700 offices in 70 markets, Standard Chartered PLC offers exciting and challenging international career opportunities for its 85,000 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

In China, the Bank set up its first branch in Shanghai in 1858 and has remained in operation throughout the past 150 years. Standard Chartered Bank (China) Limited is one of the first foreign banks to locally incorporate in China in April 2007. This demonstrates the Bank's commitment to the China market, and its leading position as a foreign bank in the banking industry.

Standard Chartered has one of the largest foreign bank networks in China – with 18 branches, 48 sub-branches and 1 Village Bank. Approval for the setting up of the Xian branch has been granted and preparation is in progress.

In 2010, Standard Chartered received many awards and honors, including "First Class Award for 2010 Banker Survey" from PBoC Shanghai Headquarters, "Best CSR Company Award" from *China Business Network*, "2010 Best Debt House in China" from *The Asset*, "2010 China CFO Most Trusted Bank" from *CFO World*, "Golden Shell Award of Finance" from *21<sup>st</sup> Century Business Herald* and "100 Best Human Resource Management Companies" from *51job.com*.

For more information on Standard Chartered, please log on [www.standardchartered.com.cn](http://www.standardchartered.com.cn)

## More About Breeze Living

Breeze Living is China's first lifestyle application offering social, location-based mobile coupons for the iPhone by a bank.



The application employs the best of smart phone technology:

- Location Based Services which uses the phone's GPS to pinpoint discounts around the users' existing location.



- An Augmented Reality Game where coupons are deployed at GPS locations disguised as kites to be caught.



- A 2-D Barcode Reader to redeem coupons.



- Social Networking Feature – Tribe allowing users to see and share what coupons their friends are enjoying.



Breeze Living, Standard Chartered's newest lifestyle application is available via iPhone in Shanghai, China and will launch soon in other cities.

Find out more on Breeze Living at <http://www.breezeliving.com>