

press release

FOR IMMEDIATE RELEASE

Standard Chartered debuts credit cards in China

Targeting mid-to high-end frequent business travelers and consumption-oriented customers

24 June 2014, Shanghai – Standard Chartered Bank (China) Limited (“Standard Chartered China”) today unveils its credit card business in China. With the theme of “The Good Companion”, the new set of Standard Chartered’s credit cards has two categories – “Zhen Yi” (□逸) and “Zhen Cheng” (臻程) – targeting mid- to high-end frequent business travellers and consumption-oriented customers.

Jerry Zhang, Standard Chartered China CEO, commented, “As an international bank with more than 150 years of history in China, Standard Chartered is fully confident in the country’s great potential due to its increasing consumption power. The launch of the credit card business not only represents a significant milestone in our strategic expansion in China, but also demonstrates our initiatives and commitment to tailoring services for our Chinese customers’ needs, cultivating local market segmentation and improving our services in consumer finance.”

“Zhen Yi” targets the emerging affluent who value shopping, closely follow online trends and care about convenience and privilege. “Zhen Yi” provides its customers with consumption privilege and top-notch experience from merchants in mainland China, Hong Kong and Taiwan and accelerated points earning for both online and POS transactions. This series includes a UnionPay golden credit card denominated in RMB and a VISA platinum credit card denominated in US dollars.

“Zhen Cheng” targets high-end business travellers who consider quality of life and have unique travel and shopping requirements. In addition to all benefits and rights provided by “Zhen Yi”, “Zhen Cheng” offers exclusive end-to-end complementary services throughout a customer’s entire journey. This series includes a UnionPay platinum credit

card denominated in RMB and a VISA Signature credit card denominated in US dollar, which is classified as a high-end product issued by VISA in China.

TS Anil, Global Head of Retail Products, Standard Chartered Bank, said, “With the rise of the affluent Chinese and their growing purchasing power, the adoption and usage of credit cards by Chinese consumers is rapidly increasing. Our newly launched credit cards are designed to address the emerging lifestyle needs of Chinese consumers including travel and international payments. We have a strong track record in supporting our customers’ global aspirations based on robust systems and sophisticated services. The launch of credit cards further improves our customer experience.”

Targeting mid- and high-end customers, Standard Chartered’s newly launched credit cards combine international and local features. To ensure the travel safety of the cardholders, they are automatically enrolled on an end-to-end insurance scheme innovatively launched in China. Additionally, the newly-issued RMB credit card features advanced technology, combining an IC chip with a magnetic strip. All card holders who successfully activate the card will receive free-of-charge zero-liability insurance which covers potential fraud loss of up to 72 hours prior to the reported loss.

Leveraging its global network strengths, the Bank has integrated resources and platforms in mainland China, Hong Kong and Taiwan, in order to provide shopping and dining privileges at over 1,000 outlets. Uniting numerous leading global brands, Standard Chartered offers “Zhen Cheng” card holders a complimentary airport drop-off and pick-up VIP service, VIP lounge access at over 700 airports and railway stations globally, mileage redemption from more than 50 domestic and international airline companies, and exclusive premium service in high-level business and resort hotels. In light of the rise of e-commerce and the trend of customers’ spending preferences, Standard Chartered enables card holders to conduct convenient payments and enjoy exclusive consumer rebates through its diversified payment platform.

Huang Shuang, Head of Retail Products at Standard Chartered China, said, “Capitalising on our deep market insights, we initiated the credit cards in China to serve the growing needs of the Chinese elite by providing a high value, world class experience. With the integration of local expertise and Standard Chartered’s

international brand, as well as unparalleled privileges and convenient services, we believe this new set of credit cards will offer an ultimate choice for customers.”

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Standard Chartered

We are a leading international banking group, with more than 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

In China, the Bank set up its first branch in Shanghai in 1858 and has remained in operation throughout the past 155 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 25 branches, 78 sub-branches and 1 Village Bank, totally 104 outlets, including the China (Shanghai) Pilot Free Trade Zone Sub-Branch opened in March 2014.

Standard Chartered China has been lauded with a number of awards since 2012, honouring its achievements and endeavours in different areas including the 2013 “China Best Employer” and “Best Employer for Social Responsibility” by Peking University and Zhilian.com, “Best Practice of Social Responsibility Award” by China Banking Association, “2013 Shanghai CSR Innovation Award” by AmCham, “Shanghai Financial Innovation Award” by Shanghai Municipal Government, “Best SME Services Bank” by CBRC, “Top 10 Trade Finance Bank” by MOFCOM, “Best SME Banking Service Provider” by China Centre for Promotion of SME Development, “Most Popular Derivatives Market Maker”, “Best Member for Interbank Foreign Exchange Market”, “Star Member for Derivatives Trading” by China Foreign Exchange Trade System, “Online Banking Innovation Award for Best Customer Experience” by China Online Banking Promotion Union, “Best Social Media Award” by Asian Banker, “Best Chinese Bank Award” in the entries of “Treasury and Cash Management Bank”, “Trade Finance Provider” and “Mutual Fund” by Global Finance, and “Best Brand for Supply Chain Finance”, “Best Cross-border Transaction”, and “Best Corporate Online Banking” by CFO magazine.

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