

press release

Standard Chartered ATMs Accept MasterCard

19th May 2015, The Gambia – Standard Chartered Bank Gambia has today announced that its ATMs now accept the globally accepted **MasterCard** brand.



MasterCard is an internationally recognised and accepted payment platform accepted by millions of outlets and merchants all over the world. MasterCard payment solutions offer consumers unprecedented security, convenience and control. Having more than 40 years of industry experience, MasterCard is working towards achieving a world beyond cash, creating a safe, simple and smart way of making payments.

The acceptance of MasterCard on Standard Chartered ATMs is only an addition to the range of acquiring the Bank already offers.

Standard Chartered was the first Bank to launch Visa Enabled ATMs in The Gambia, with all their 10 ATMs accepting the most popular method of payment – Visa.

The Bank's ATMs also accept China UnionPay (CupCard). UnionPay is a bankcard association established in China which operates as their inter-bank transaction settlement system. UnionPay Cards are accepted in 141 countries. As an international Bank contributing towards the growth of the China-Africa Trade corridor, Standard Chartered is well placed to satisfy the increasing needs of Chinese people to use cards on business and tourism in The Gambia.



Humphrey Mukwereza, CEO, Standard Chartered Gambia Ltd, emphasised that the Bank remains committed to the superior service offered to their clients. 'We are living in a digital world. We realise the importance of making it digitally possible for our clients in all our markets to be able to conduct most of their banking transactions without having to come to the Bank. By enhancing our ATMs to accept the most popular cards in the world, we're making it easier for our clients to digitise their banking transactions so more valuable time can be spent in growing their businesses or achieving other personal goals'.

This move is in line with the Bank's 2015 refreshed strategy to bank the people and companies driving investment, trade and the creation of wealth in The Gambia. Earlier this year, the Bank had launched their refreshed brand '**look and feel**' - reinforcing on their brand promise of **Here for**

good. The refreshed corporate brand is more personal and human focusing on their clients' needs through their different life stages and persona of being **achievers, innovators, visionaries, and providers for future generations.**

Head of Corporate Affairs, Brand and Marketing, Awa L Njie, says' the Bank's acquiring of MasterCard brings us one step closer to our clients. As a Bank, we're continuously exploring innovative ways and channels to make banking simpler for our clients. We realise that our clients need a partner who understands their financial needs and are committed to sustaining a long term relationship with them. This is exactly what we're doing as a Bank. We have just recently, as part of our **'3 Roads to Anfield Campaign'** rewarded **8 of our clients simply for banking with us by providing them with a fully paid trip to the UK to watch Liverpool play live at Anfield.** This is just one of the initiatives differentiating us as a Bank and reinforcing our promise of being **Here for good.**"