

press release

For Immediate Release

Standard Chartered Hong Kong Opens its First Digital Branch Customer Experience Moves into a New Era

6 November 2013, Hong Kong – In response to changes in its customers’ lifestyles, and with the aim of continuing to offer state-of-the-art banking experiences, Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered Hong Kong”) has expanded and renovated its 4-4A Des Voeux Road Branch, transforming it into the bank’s first digital branch in Hong Kong.

Sir John Peace, Chairman of Standard Chartered PLC, and Mr Peter Sands, Group Chief Executive of Standard Chartered PLC, officiated at the opening ceremony marking this special occasion, together with a number of members of the Board of Directors and Independent Non-Executive Directors. Sir John said, “The grand opening of our first digital flagship branch in Hong Kong highlights our commitment in offering best-in-class services to our increasingly tech-savvy customers, and represents a significant investment we have made in Hong Kong. Globally, the number of our active digital customers has now crossed the 3 million mark. These solid customer needs are the motivation for us to continuously progress in our online and mobile capabilities.”

Mr Benjamin Hung, Executive Director and CEO of Standard Chartered Hong Kong, said, “Digitisation has become one of our top priorities as we strive to create a superior banking experience for our customers. Following the successful launch of our Breeze mobile banking platform, we are now taking retail banking to the next level with the Des Voeux Road Branch. With the innovative technology and user-friendly features at this digital branch, simple banking services can now be done through digital channels and transactions are settled more efficiently.”

Major lifestyle changes have taken place in the city as customers are more on-the-go, and this has not gone unnoticed by the bank, which has been continuously innovating in the realm of digitisation. The Des Voeux Road Branch offers an optimal platform for the bank

and its customers to interact through technology, and provides customers with convenient, efficient, and environmentally-friendly services.

The Des Voeux Road digital branch is geared towards giving an innovative and unique customer experience (see annex 1 for list of facilities). Before customers enter the branch, they are welcomed by the stylish façade with a giant TV that broadcasts up-to-the-minute financial information. Once in the branch, customers can learn about our Breeze mobile apps at the Breeze Experience Zone, or scan the QR codes on the iWall with their smartphones to obtain information about products and services offered by the bank. With Virtual Queuing, customers can move around the branch while waiting to be served, and take the time to watch the house views on investment trends as well as market news from the SCB Channel TV wall. While the Interactive Desk offers one-stop service from product presentation to online banking sign-up, customers can also browse e-brochures, or find out about credit card offers. At the digital branch, banking services are now more environmentally-friendly, as staff introduce products and services using digital platforms such as Interactive Projectors, and customers sign up for selected products with e-signature pads.

Standard Chartered is leading the way in digital innovation in the banking industry, enabling its branch staff to provide convenient, efficient and environmentally-friendly services to its customers through an interactive platform. The bank will continue to innovate to offer differentiated service and solutions and to deliver on its promise to be Here for good.

To download photos: <http://www.fingertips.hk/download/DVRpress.zip>

For media enquiries:

Corporate Affairs, Standard Chartered Bank (Hong Kong) Limited

Cathy Kwong Tel: 2820 3083

Gabriel Kwan Tel: 2820 3036

or

Fingertips Company Limited

Avis Chan Tel: 9253 6266 / 2851 7100

Evon Yap Tel: 9257 4534 / 2851 7100

Notes 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 to over 88,000 staff. It is committed to building a sustainable business over the long term and 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'.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

For further information please visit www.standardchartered.com. Follow Standard Chartered at www.facebook.com/standardchartered and on Twitter @StanChart.

Digital Facilities of Standard Chartered Des Voeux Road Branch

Customer Journey – Check in

Virtual Queuing System

to enjoy faster service and better banking experience



Customer Journey – Waiting Zone

SCB Channel TV Wall

to obtain house view on investment trends and market news



Interactive Desk

to read e-brochures, experience Breeze mobile banking applications, browse the internet and use online banking



Self Financial Planner

self-service for customers to explore their own needs on mortgages and insurance products



Customer Journey – Paperless Meeting

A combination of digital devices to achieve Paperless Solution

scanners, e-signature pads and interactive projectors reduce paper usage



Customer Journey – Exit Experiences

Breeze Experience Zone

to check out nearby credit card offers and download a suite of Breeze Apps



Interactive Wall

to check out digital posters and videos on our corporate information



iWall

to obtain e-leaflets using QR code



Priority and International Banking Centre

Five senses

To apply the five senses of touch, sight, hearing, taste and smell into the new banking experience

