

press release

Standard Chartered Launches the first-ever Visa Signature Business Card in Hong Kong

20 March 2014, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered Hong Kong”) is pleased to announce the launch of the “Standard Chartered Visa Signature Business Card”, the first-ever Visa Signature business card for affluent business segment in Hong Kong.

A launch ceremony was held on 20th March 2014 with attendees including senior management from both Standard Chartered and Visa, and commercial customers. “With Hong Kong as one of our biggest markets and a major trading hub, we understand what our clients are looking for and the way they make business transactions,” said **Andrew Bainbridge, Global Head of Commercial Banking, Standard Chartered**. “The introduction of the Visa Signature Business Card will deliver a unique experience to our customers through exclusive business rewards and benefits, and at the same time provide them more liquidity and flexibility to capture every business opportunity.”

“Standard Chartered Hong Kong provides a full suite of cards to our individual as well as commercial customers,” said **Mark Langley, Head of Retail Banking Segments & Products, Hong Kong and Greater China, Standard Chartered**. “We understand the transactional needs of business customers could have some similarities to personal spending, yet most often will have spending needs unique to business users. We expect a higher utilization and spend-per-card of the new card, probably 2.5 times of personal card’s.”

To recognize the needs of fast-growing international businesses and the affluent business owners, the new Standard Chartered Visa Signature Business Card offers an array of enticing benefits including:

- complimentary access to Hong Kong Airport Lounges, dining privileges and meeting facilities
- complimentary golf club access and 50% green fee discount at over 2,000 golf courses worldwide
- exclusive rates for local and cross-border limousine services
- unlimited 0.5% cash back for all card spending

- 24-hour dedicated customer service hotline and Visa Signature Worldwide Concierge Centre
- complimentary Travel Accident Insurance worth up to US\$1,000,000
- upgrades and discounts on economy or business class flights from Hong Kong to worldwide destinations
- discount on Chauffeured Car Services in Hong Kong, Singapore, Taiwan and China
- access to the Visa Commercial Directory and Visa Commercial Offers program

Standard Chartered Visa Signature Business Card cardholders may also enjoy all year-round dining, shopping and lifestyle offers from Standard Chartered credit cards, in addition to its up to 56 days interest-free period on business spends to enhance cash flow for the business. Application to the new card is by invitation only, hence giving exclusivity of card membership. Please visit <https://www.sc.com/hk/credit-cards/> or contact Standard Chartered Relationship Managers for more details.

Welcome Offer:

From 1 April to 30 June 2014, each cardholder will receive waiver for the first year's annual fee and a welcome offer of HK\$300 Maxim's Gift Coupon upon successful application and reach the spending requirements in the first three months of card issuance.

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