

## press release

### **Prudential Hong Kong and Standard Chartered Hong Kong celebrate 15-year bancassurance partnership extension**

**(21 July 2014 – Hong Kong)** At a ceremony held in Hong Kong, Prudential Hong Kong Limited (“Prudential”) and Standard Chartered Bank (Hong Kong) Limited celebrated a 15-year extension to the pan-Asian bancassurance agreement between Prudential plc and Standard Chartered plc (“Standard Chartered”) where Prudential life insurance products will be distributed through Standard Chartered branches in 11 Asian markets, including Hong Kong.

The new agreement is an extension to a previous relationship which began in 1998 and has become one of the most successful and enduring pan-regional bancassurance partnerships in Asia.

Mary Huen, Head of Retail Clients, Hong Kong, Standard Chartered Bank (Hong Kong) Limited, said: “Standard Chartered and Prudential have together built a successful bancassurance business which has lasted generations. This has been made possible not only through products and services excellence, but even more importantly through our brand promise, ‘Here for good’. By always putting our customers first, we will continue to successfully grow and safeguard our customers’ wealth while leading the market in terms of discipline and service delivery.”

Derek Yung, Chief Executive Officer of Prudential said: “Prudential is a pioneer of the multi-channel financial services model, consistently offering the people of Hong Kong a wide variety of access points to life’s essential financial products.”

We are excited at the possibilities offered by our renewed agreement, allowing both parties to further leverage common service goals with our commitment to provide the best insurance solutions that meet customers’ protection needs, supported by

best-in-class service.”

– Ends –



Executive Management from Standard Chartered and Prudential toasted at the ceremony.

### **About Prudential**

Prudential has been serving the people of Hong Kong since 1964. Through Prudential Hong Kong Limited and Prudential General Insurance Hong Kong Limited, we provide a range of financial planning services and products including individual life insurance, investment-linked insurance, retirement solutions, health and medical protection, general insurance and employee benefits.

Prudential plc is an international financial services group with significant operations in Asia, the US and the UK. We serve over 23 million insurance customers and have £443 billion of assets under management as at 31 December 2013. Prudential plc is listed on stock exchanges in Hong Kong, London, New York and Singapore.

Please visit [www.prudential.com.hk](http://www.prudential.com.hk) for more information.

### **About 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.

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 more information please visit [www.sc.com](http://www.sc.com). Hear from Standard Chartered's experts and comment on our blog at [ourviews.sc.com](http://ourviews.sc.com). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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