

press release

FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Awarded Website of the Year and Branch Innovation of the Year

28 July 2014, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”) has won two Gold Awards of “Website of the Year – Hong Kong” and “Branch Innovation of the Year – Asian Region” at the 2014 Asian Banking & Finance Awards.

The Asian Banking and Finance Awards recognise best performances from various banking and finance institutions around Asia. SCBHK outperformed regional competitors again and took away prestigious awards for the third consecutive year.

The accolades recognise the Bank’s leadership in demonstrating prestigious online customer experiences. They also reflect the Bank’s commitment in delivering highly differentiated and convenient services to customers to achieve operational efficiencies and a high level of customer satisfaction.

With over 8 million unique visitors a year, the new website came with new and innovative features that made the Bank a pioneer in the industry. It received high praise for its superior user interface, responsive design, deep social media integration and search engine optimization.

Located in the new iconic building at The Forum, the Exchange Square Branch completed the Bank’s trio of retail branches in Central to capture the potential of the area’s high-value, diverse banking needs. At the Exchange Square branch, Standard Chartered transforms banking experience with innovative features that are first in the market, including the Digital Tellers, extended opening hours of 8am to 8pm, and a Café exclusively for the Bank’s customers.

The judging criteria of the awards included levels of innovation, uniqueness and effectiveness of the project, impact to the company and its stakeholders, and the dynamism of the products or services.

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At the award presentation ceremony held in Singapore, Theodore Mak, General Manager of Digital Banking, SCBHK (right), received the award from the organizer.

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Note to Editors:

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.

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