

press release

For immediate release

Standard Chartered Wealth Management Centre Officially Opens to Meet the Needs of Affluent Segments in Greater China

12 November 2014, Hong Kong – The new Wealth Management Centre of Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered”) situated at The Forum at Exchange Square in Central officially opens today. Completed with Private Banking Centre, Priority Banking Centre and Retail Branch with a range of novel banking concepts, the Wealth Management Centre serves as the hub for private banking and wealth management in Greater China, and aims to capture the needs of the rapidly growing affluent segments across the region.

Sitting at the heart of Central, the Standard Chartered Wealth Management Centre with its striking architecture has already become a new icon of the district. The diamond-shaped five-storey building has a floor area of over 48,000 sq.ft, and is in close proximity to numerous Grade A office buildings, six-star hotels, and several luxury shopping centres. It is also conveniently connected to the Airport Express and major transportation interchanges. Its location and convenience give customers fast and easy access to their relationship managers and financial advisors.

As the officiating guest of the opening ceremony, **Mr. John Tsang, GBM, JP, Financial Secretary of the HKSAR** said, “On this day, let us focus on the brilliant promise we can all see on how Standard Chartered’s bold Forum revitalisation symbolises Hong Kong’s prospects in the spiraling global wealth-management business.”

Mr. Peter Sands, Group Chief Executive of Standard Chartered PLC said, “Hong Kong is an international and regional wealth management hub. Wealth is growing in Asia, especially Greater China, and that will only continue in the coming years. We reorganised our client coverage earlier this year. Our strategy is to bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. The Standard Chartered Wealth Management Centre is testimony to

how we align ourselves to support our clients' growth of wealth. It also shows our confidence in the region's future development, and realise our promise to customers."

Apart from offering wealth management service for ultra-high net worth investors, the Private Banking Centre on the fifth floor also assists commercial banking clients in personal and family wealth management. The Commercial and Private Banking segment group has been formed to realise synergies and to offer improved services with a wider and seamless variety of products.

The Standard Chartered Wealth Management Centre features a number of state-of-the-art banking facilities, including Hong Kong's first Digital Teller system, capable of handling real-time cash and cheque transactions. This system can handle 70% of the services provided by traditional tellers, and accepts deposits and withdrawals in six currencies. As tellers now serve customers through video conference from a central back office, they can serve customers in different locations at the same time, thus greatly enhancing both service efficiency and flexibility of staffing. The arrangement also enables branches to optimise the use of space and improve their operational efficiency. The new service has been well received by customers since launched.

A café on the first floor of the Standard Chartered Wealth Management Centre is set amidst fine works of art, where customers can receive advice from their financial advisors while enjoying a cup of coffee. To suit the schedules of its customers better, the opening hours of the Wealth Management Centre is 8am to 8pm, Monday to Saturday.

Photo download: http://www.fingertips.hk/download/forum_press.zip



Caption (1)

Mr. John Tsang, GBM, JP, Financial Secretary of the HKSAR and Mr. Peter Sands, Group Chief Executive of Standard Chartered PLC officiated at the grand opening ceremony of the Standard Chartered Wealth Management Centre. The Centre will facilitate the bank to seize the opportunities brought about by the rapid growth of the wealth in Asia and the Greater China region.



Caption (2)

Officiating guests of Standard Chartered Wealth Management Centre opening ceremony (from left):

1. Desmond Liu, Managing Director and Head of Private Banking Clients, Greater China, Standard Chartered
2. Michael Benz, Group Head, Private Banking Clients, Standard Chartered
3. May Tan, Chief Executive Officer, Hong Kong, Standard Chartered
4. Benjamin Hung, Regional CEO, Greater China, Standard Chartered
5. Jaspal Bindra, Group Executive Director and CEO Asia, Standard Chartered PLC
6. Mike Rees, Deputy Group Chief Executive, Standard Chartered PLC
7. John Tsang, GBM, JP, Financial Secretary, HKSAR
8. Peter Sands, Group Chief Executive, Standard Chartered PLC
9. Andy Halford, Group Finance Director, Standard Chartered PLC
10. Tracy Clarke, Director, Compliance, People and Communications, Standard Chartered PLC
11. Karen Fawcett, Group Head, Retail Clients, Standard Chartered PLC

12. Mary Huen, Regional Head, Retail Clients, Greater China, Standard Chartered

13. Samir Subberwal, Head, Retail Clients, Hong Kong, Standard Chartered



Caption (3)

Situated at the heart of Central, the Standard Chartered Wealth Management Centre is a new icon of the district.



Caption (4)

The Standard Chartered Wealth Management Centre features several state-of-the-art banking facilities, including Hong Kong's first Digital Teller

system, capable of handling real-time cash and cheque transactions.



Caption (5)

At the café on the first floor of the Standard Chartered Wealth Management Centre, customers can enjoy a cup of coffee while receiving advices from their financial advisors.

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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.

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