

press release

For immediate release

Standard Chartered Bank and The Walt Disney Company Announce Latest Collaboration – The Exclusive Disney ATM Card and Disney Deposit Card *Making savings fun for the whole family*

8 Jan 2018, Hong Kong – Standard Chartered Bank (“Standard Chartered”) and The Walt Disney Company (“Disney”) announced their first corporate alliance agreement in May last year, launching the highly sought-after Standard Chartered MARVEL ATM Card. Today, the two companies are announcing their latest collaboration: the Standard Chartered Disney ATM Card and the Standard Chartered Disney Deposit Card.

This is the first series of ATM and Deposit Cards launched by Standard Chartered that features Disney-themed designs. The unique card designs (Photo 1) feature four beloved classic Disney characters in a stylish, contemporary layout: Mickey Mouse, Minnie Mouse, Donald Duck and Uncle Scrooge. The latter two were featured in Standard Chartered’s first generation of piggy-bank premiums from the 1960s, which were classics of the time and beloved by many in Hong Kong.





Photo 1: The Standard Chartered Disney ATM Card offers a choice of four card designs.

Teddy Wong, Managing Director & Regional Head, Deposits, Secured Lending & Segments Retail Banking, Greater China & North Asia and Hong Kong at Standard Chartered Bank (Hong Kong) Limited said, “We believe this new Disney ATM card series will encourage parents to open a savings account and will set a good example for their children by helping them develop concepts of good financial management, and enjoy the fun of savings together.”

Teddy Wong continued saying, “We have already seen encouraging results from our corporate alliance with The Walt Disney Company. With the successful launch of three Disney/MARVEL themed campaigns since May last year, we have seen a 40% increase in new clients. The launch of MARVEL ATM Card proved to be a huge success in the market with over 36,000 new cards issued in the first three months. At the same time it attracted more young Priority Banking and Premium clients.”

Clients who successfully apply for a Standard Chartered Disney ATM Card (including both Teens ATM Card & Deposit Card) on or before 29 March 2018 and who fulfil the specified requirements will be eligible to receive a limited-edition Uncle Scrooge Piggy Bank and a limited-edition Donald Duck Piggy Bank (Photo 2), along with year-round shopping and dining privileges at designated outlets.

Clients who also sign up for a designated banking plan and who have a deposit growth or balance maintained at HK\$1,000,000 or above upon a specified date can enjoy a one-night accommodation in a Standard Room with breakfast at the Disney Explorers Lodge at Hong Kong Disneyland Resort. If the deposit growth or balance maintained is HK\$1,500,000 or

above, the client will also receive a Hong Kong Disneyland Corporate Card - Standard Chartered Privileged Pass (which allows multiple park entries and other privileges benefits in a year).

Apart from these exclusive Disney cards, guests can experience the magic of Disney in person at Hong Kong Disneyland Resort, where there are new attractions and offerings to enjoy as well as seasonal events all year round in 2018!



Photo 2: The Limited-edition Uncle Scrooge Piggy Bank (left);
and the Limited-edition Donald Duck Piggy Bank (right).

For more information about these exclusive privileges, please visit www.sc.com/hk/DisneyATMcard or call (852) 2282-2313.

To download photos: www.fingertipshk/download/SCB_Disney_ATM_Card

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About Standard Chartered

We are a leading international banking group, with around 80,000 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. 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. Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

About The Walt Disney Company Hong Kong

The Walt Disney Company, together with its subsidiaries, is a diversified worldwide entertainment company with operations in four business segments: Media Networks, Parks and Resorts, Studio Entertainment, and Consumer Products & Interactive Media. In September 2005, Disney opened Hong Kong Disneyland Resort (HKDL), the company's first theme park and resort in China. In 2017, HKDL opened its first-ever Marvel-themed ride at a Disney park, Iron Man Experience, and began its multi-year expansion which will create new attractions and entertainment for guests based on Frozen and Marvel along with a transformed castle from 2018 through 2023. Disney is a Dow 30 company and had annual revenues of \$55.1 billion in its Fiscal Year 2017. For more information, please visit <http://www.thewaltdisneycompany.com>.

Appendix

This series of Disney ATM cards and Deposit cards is available to the whole family, they are the collectible items to all Disney fans.

- ATM Card – for the account holders aged above 16
- Teens ATM Card - for the account in relation to their children aged 11 to 18
- Deposit Card - for the account in relation to their children under 11 years of age

The new Standard Chartered Disney Deposit Card has cash deposit and balance enquiry functions, while the Standard Chartered Teens ATM Card also has a cash withdrawal function with a pre-set daily limit of HK\$2,000. Parents can request the bank to adjust this daily limit (the minimum being HK\$100). Parents are the official holders of the account, and they will receive an SMS whenever the child makes a withdrawal at ATMs, which will help in monitoring the status of the account.

Features of Teens ATM Card and Deposit Card

	ATM Card	Teens ATM Card	Deposit Card
Balance Enquiry	√	√	√
Local and overseas withdrawal	√	√ [^]	X
Fund transfer to other Standard Chartered accounts	√	√	X
Spending with ATM Card (including payments with physical card or e-wallet)	√	√ [^]	X
Cheque or cash deposit	√	√	√
Overseas ATM withdrawal maintenance	√	√ [^]	X

[^]Default daily ATM withdrawal and spending limit for Teens ATM Card is HKD2,000, it is also subject to the maximum daily limit applicable to the account holder. Account holder can revise the maximum daily withdrawal and spending limit by visiting any of our branches.

*SMS alert will be sent to account holder for the ATM cash withdrawal using Teens ATM Card.