

# press release



## **Climbers set world record for highest banking transaction on Mount Everest**

*Mountaineers prove that banking with Standard Chartered is possible even at the top of the world*

**23 May 2013, Nepal** – Two mountaineers have set a world record by being the first to use a mobile banking app on Mount Everest. Climbers Horacio Galanti and Horacio Cunietti achieved the feat using Standard Chartered Breeze mobile banking apps during their expedition to summit the highest peak in the world; an altitude of 8,848 metres above sea level.

Coinciding with the 60<sup>th</sup> anniversary of the first ascent of Mount Everest by Sir Edmund Hillary and Sherpa Tenzing Norgay on 29 May 1953, the two Horacios are aiming to climb into the Guinness Book of World Records. In a series of firsts for banking, they have successfully traded shares with Breeze Trade and conducted funds transfers with Breeze Banking at Everest Camp 3 located at 6,500 metres then confirmed their bank account balances with Breeze Balance at Everest Camp 4 located at 8,000 metres.

These achievements come after they made history earlier in their journey with the world's first stock trade for 50 Standard Chartered shares (**2888.HK**) at the Mount Everest South Base Camp at 5,364 metres using the Breeze Trade app. Apart from proving that with Standard Chartered Breeze, banking is possible anywhere and anytime, the duo are also serving an environmental purpose by helping in the restoration of Mount Everest by recovering debris left behind by other expeditions over the decades.

**Mr Aman Narain, Standard Chartered's Group Head of Digital Banking, based in Singapore,** said: "This challenge really shows how far mobile technology has come, in that it's possible to bank anytime, even from the most extreme locations on the planet. Breeze mobile banking apps were developed in Singapore and now they've reached the top of the world. We're incredibly proud of our two Horacios for their epic achievement and for truly going Above and Beyond. At Standard Chartered, we are committed to pushing the boundaries of great experiences in banking and there aren't many more challenging environments than Mount Everest."

**Mr Ashley Veasey, Standard Chartered Hong Kong's Chief Information Officer,** said: "Our mountaineers capture the spirit of Standard Chartered's brand promise, Here for good. The world's highest banking transactions on Mount Everest including the first ever stock order at Base Camp for 50 Standard Chartered shares (**2888:HK**) from the Hong Kong Stock Exchange symbolises the Bank's innovation leadership to go above and beyond customer expectations. We congratulate our two Horacios, wish them a safe trek down the mountain and look forward to welcoming them back in Hong Kong where they first commenced their journey."

**Mountaineer, Mr Horacio Galanti,** said: "I've been mountaineering for more than 23 years and this expedition has been the realization of a lifetime ambition for me. On our journey we experienced ice, snow, moving glaciers, hurricane force winds and temperatures that dipped to -40 degrees celcius. I'm proud to be associated with Standard Chartered and to have made history with this mobile banking breakthrough. I was amazed at how resilient the Breeze application was. Not many people can say they have been able to do their banking on the highest mountain on earth!"

Standard Chartered has been digitising its banking services to deliver innovations which address the needs of its globally connected, socially networked customers who are on-the-go. The Bank's suite of banking and lifestyle apps, including Breeze Banking, Breeze Home, Breeze Good Life and Breeze Trade, provide a differentiated mobile banking solution to customers. More than 1 million users around the world have downloaded Breeze.

**Find out more about our mountaineers and follow the progress of this epic journey to summit Mount Everest:**

- Blog: [www.Breeze.standardchartered.com](http://www.Breeze.standardchartered.com)
- Twitter: @stanchartbreeze #AboveandBeyond
- Facebook: [www.Facebook.com/standardchartered](http://www.Facebook.com/standardchartered)
- The mountaineers' bios can be viewed [here](#)

**Digital Media Partner:** [www.DigitalArtsNetwork.com](http://www.DigitalArtsNetwork.com)

**For more information contact:**

Kerry Grove

LEWIS PR

[Kerry.Grove@lewispr.com](mailto:Kerry.Grove@lewispr.com)

+65 6571 9151

**NOTE TO EDITORS**

**Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

For further information please visit [www.standardchartered.com](http://www.standardchartered.com). Follow Standard Chartered at [www.facebook.com/standardchartered](https://www.facebook.com/standardchartered) and on Twitter [@StanChart](https://twitter.com/StanChart).