

Standard Chartered launches Credit Card for Travellers

Standard Chartered, the first bank in Pakistan to introduce the new WorldMiles Card

Karachi, October 22, 2014: Recognising the rising travel trend amongst Pakistanis, Standard Chartered Bank today unveiled its new credit card offering – Standard Chartered WorldMiles Card. The new credit card is targeted at frequent travellers and travel enthusiasts alike.

The WorldMiles proposition offers cardholders the exciting possibility of redeeming reward points for airline tickets to a destination of their choice on any airline. It is the only card in Pakistan to offers its customers a universal menu of destinations and airlines coupled with additional travel related benefits and privileges. Powered by leading Travel Partners and Alliances it offers a complete travel solution for the avid traveller.

“Travel is a preferred leisure activity, and we see this growing amongst Pakistanis as air travel become more affordable and accessible.” said Shazad Dada, Chief Executive Officer, Standard Chartered Pakistan. “With robust growth in air travel, business and leisure travellers have become a key segment. We believe that our customers will benefit from the Standard Chartered WorldMiles card and enjoy its extensive rewards.”

Commenting on the launch Naseer Hasan, Head of Retail Clients said, ““This is the one card that you would love to have. We want to be the main bank to customers and this new card is a critical component of our Retail business startgey. At Standard Chartered, we focus on fulfilling customers’ needs by providing the right solutions, with technology as the enabler; we will deliver faster, simpler and more convenient services. This customer-focused model has become the heart of our strategy, enabling our business to further grow whilst enhancing our customers’ banking experiences.”

Premium features of the World Miles card include:

- “Fly for free” – Reward point architecture exclusively designed for air-ticket redemption against competitively priced airfare for top travel destinations worldwide
- Access to over 80 international airport lounges
- Local and International concierge services – a specialized desk catering to all travel needs of WorldMiles customers (i.e. ticket issuance, hotel reservations, visa assistance, airport transfers, travel insurance, and much more)

The Standard Chartered WorldMiles Card is the Bank’s latest initiative to grow its customer base as they deepen relationship with customers.

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

Standard Chartered PLC is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 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 nearly 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 more information on Standard Chartered, please visit www.standardchartered.com

Standard Chartered Pakistan

Standard Chartered Bank (Pakistan) Ltd. is the oldest and largest international bank in Pakistan. It is also the first international bank to be awarded Islamic banking licence and the first to open an Islamic banking branch.

2013 marked Standard Chartered's 150th anniversary in Pakistan. The Bank, which started as the Chartered Bank opened its first office in Karachi in March 1863.

The Banks serves both Corporate Institutional and Retail Clients. Provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises, trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance to Corporate Institutional Clients. It also offers a complete suite of Islamic banking solutions under its Standard Chartered Saadiq brand.

Standard Chartered was assigned a rating of AAA/ A1+ by PACRA. In 2012 and 2013 it won the award for Best Bank in Pakistan by The Asset Triple A for two consecutive years.

The Bank employs over 4,000 people in Pakistan and has a network of 116 branches of which 10 are dedicated Standard Chartered Saadiq branches as well as 191 ATMs.