



Standard Chartered Bank and Uber launch first-of-its-kind multi-market partnership

Unique partnership offers Bank cardholders in six markets cashback for global Uber rides

3 October 2016, Singapore – Standard Chartered Bank (“Bank”) and Uber announced today a partnership that offers all Standard Chartered credit cardholders in six markets (Singapore, Indonesia¹, Malaysia, Vietnam, India and the United Arab Emirates¹) across two continents up to 25 per cent cashback for all global Uber rides.² This is the first ever multi-market partnership for both Standard Chartered Bank and Uber, the world’s most popular transport app⁴.

Collaborating with Uber is part of Standard Chartered’s digital agenda to deliver simple and convenient banking through digital channels for increasingly tech-savvy clients. To meet clients’ needs in the new digital ecosystem, the Bank believes that collaboration between the financial and technology sectors will lead the way forward. Ride hailing service providers such as Uber are fast becoming a mainstream feature of transportation globally, and continue to gain popularity exponentially. This collaboration between Standard Chartered and Uber capitalises on key areas of synergies, which are mainly an extensive geographical network, highly-mobile client base and the desire to provide innovative offerings to clients.

Sebastian Arcuri, Regional Head, Retail Banking, ASEAN and South Asia, Standard Chartered Bank said:

“There has been a dramatic shift towards digital and cashless payments across the region and we are seeing success in the seamless integration of the Bank’s services in our clients’ everyday life. As a global bank with a focus on Asia, Africa and Middle East, we are pleased to partner Uber, a transport network operating in more than 425 cities, to engage our clients for both their local and overseas transport needs.”

Commenting on the partnership, Chan Park, Uber’s Regional General Manager for Southeast Asia, said:

“We are thrilled to partner with Standard Chartered Bank, one of the region’s long-standing and illustrious banks. Together, we will bring to life our shared passion for delighting customers and bring even more value to riders. We also look forward to welcoming cardholders as first-time Uber riders to join over 50 million riders globally to experience the ridesharing revolution.”

1. The date of availability for cardholders in Indonesia and UAE will be announced in the near future.
2. For more details on the cashback terms and conditions, cap and monthly spend requirement, please visit www.sc.com/sg/uber
3. For more details on the free rides, please visit www.sc.com/sg/uber
4. Source: “Uber is now the most popular taxi app in 108 countries, data show” by Olivia Zaleski and Andre Tartar for Bloomberg, 23 August 2016. (<http://www.bloomberg.com/news/articles/2016-08-23/uber-is-the-most-popular-ride-hailing-app-in-108-countries>)



VisaNet data reveals that in Singapore, in-app payments account for around one third of total card spend under the transportation category. The overall consumer spend in transportation witnessed a healthy growth of 35 per cent year-on-year, driven primarily by a growth in spend for in-app merchants. On the average, third party transportation booking apps account for more than 1.5 million transactions every month.

Andrew Chia, Head of Retail Banking, Standard Chartered Bank Singapore, said:

“We constantly seek new ways to delight our clients and are excited to partner Uber in delivering greater value and a more seamless travel experience for our cardholders. Given the shift towards a cashless society in Singapore, there is strong demand for more accessible digital payment options. With this partnership, our cardholders are rewarded with convenience and cashback when they go cashless with Uber.”

This privilege is available to all Standard Chartered cardholders in Singapore, Malaysia, India and Vietnam from 1 October 2016. The date of availability for cardholders in Indonesia and UAE will be announced in the near future.

Cardholders in Singapore will receive 20 per cent cashback on all Uber rides globally, subject to a cashback cap of S\$50 and a minimum of S\$600 in eligible retail spends per calendar month. Cardholders who are first-time Uber users will enjoy S\$10 off every ride for the first three rides. More details are available at www.sc.com/sg/uber. New cardholders who have successfully signed up for MANHATTAN World MasterCard® will be given S\$150 in Uber Credits.

This tie-up with Uber is part of the Bank’s regional roll out of innovative digital suite of services for clients. Earlier this year, the Bank announced a number of initiatives across the region, such as video banking and the roll out of biometric fingerprint and voice technologies.

In Singapore, Standard Chartered is the first bank to offer video banking capabilities to clients directly from the Bank website. We are also the first international Bank to roll out all the digital wallets - Apple Pay, Samsung Pay and Android Pay – in Singapore.

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About Standard Chartered Bank

Standard Chartered Bank in Singapore is part of an international banking group with around 84,000 employees and a 150-year history in some of the world's 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 Bank has a history of 157 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) license, an endorsement of the Group's long-standing commitment to its businesses in the country.

The Bank transferred its Singapore Retail and SME business to a locally-incorporated subsidiary, Standard Chartered Bank (Singapore) Limited ("SCBSL") on 7 October 2013. After the transfer, all banking services offered to retail and SME clients, particularly deposit taking, wealth management services, overdrafts, personal loans, credit cards, auto financing, and mortgages, are offered by SCBSL. SCBSL is rated one of the highest banks globally: Aa3 by Moody's and A+ by Fitch Ratings.

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The Bank offers corporate and institutional clients services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance. The Bank also provides private banking services through its private banking division. The Bank employs around 7,000 people in Singapore and has a network of 17 branches, 6 Priority Banking centres and 29 ATMs.

The Bank's global business is managed out of Singapore, as is its global Technology & Operations function.

About Uber

Uber's mission is to make transportation as reliable as running water—everywhere, for everyone. We started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Six years and over a billion trips later, we've started tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars.

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