

press release

FOR IMMEDIATE RELEASE

Standard Chartered is the first bank in Singapore to launch video banking

Bank adopts technology to bring a greater human touch to banking

25 July 2016, Singapore – Standard Chartered Bank (“the Bank”) said today it is bringing the convenience of *video banking* to more than five million clients in nine markets¹ across Asia, Africa and the Middle East by 2016, the biggest roll-out of its kind by any international bank.

With *video banking*, clients can speak with agents over a secure video connection from a location of their choice – all they need is a laptop. This new sales and service channel allows clients to do almost anything they can do in a branch, from signing up for a new card to finding a mortgage to suit their needs. In addition to video, Standard Chartered’s retail banking clients - and prospective clients - will also be able to connect with agents through web chat and audio links on the Bank’s website.

The Bank started offering *video banking* in Singapore in June 2016, and so far, there has been a very encouraging number of users embracing the greater choice and flexibility offered by the platform. We are the first bank in Singapore to offer this service to clients directly from the Bank website.

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

“At Standard Chartered, we invest in technology to enhance our products and services to fulfil clients’ needs, simplify their banking experience and complement their lifestyle. While clients are increasingly migrating to digital banking channels, the human or personal element remains key to building relationships and providing warm as well as attentive service. *Video banking* is an excellent example of how the Bank employs innovative technology to offer clients new and convenient ways to contact us and enjoy real-time service, without comprising security or the human touch.”

Video banking will bring the following benefits to clients:

- **More choice, more convenience:** Clients have a secure channel to access live, on-the-spot services through *video banking* and web chat, giving them a convenient new way to do their banking. Agents are fully briefed to offer service that meets each individual’s needs.

1. Markets to offer *video banking* by the end of 2016 are Bangladesh, China, Hong Kong, Malaysia, Singapore, India, Taiwan, Kenya, UAE.

- **Information-sharing:** Agents can share screens with clients while they are speaking with them and send links to websites. Both agents and clients will also be able to upload and share forms and other documents.

The Bank last year announced it will invest US\$1.5bn in technology globally over three years. Earlier this year, the Bank launched its digital “bank on an iPad” sales-and-service tool in eight new markets (Singapore, India, Pakistan, Malaysia, Bangladesh, the UAE, Kenya and Nigeria); *Retail Workbench* lets clients open an account in any location and makes banking services like loan approvals and credit card issuance fast, simple and completely paperless. The Bank has also just rolled out a new mobile and online banking platform to eight markets in Africa, bringing cutting-edge digital channels to one million clients in the region.

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For more information, please contact:

Carol Alisha Chan

Corporate Affairs

Tel: +65 6596 9403

Email: Carol-HY.Chan@sc.com

Sue Ann Sim

Corporate Affairs

Tel: +65 6596 7756

Email: SueAnn.Sim@sc.com

Note to Editors:

Standard Chartered

Standard Chartered 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.

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.