

press release

Standard Chartered launches “We+” taps into “Modern Couples”

27 November 2013, Bangkok – Standard Chartered Bank (Thai) recently launched “We+” a suite of financial products, targeted to provide banking services to committed non-legally married couples. The launch party was organized under the theme “We+ Dance Launch Party” and joined by some of Thailand’s top celebrities and A-listers, including Khun “Ploy” Chermarn Boonyasak, Khun “Ma” Onnapa Kritsadee, the bank’s executives and many distinguished guests at the Ballroom of the Sofitel So.

Inspired by changing lifestyles, “We+” was created to meet the financial needs of committed “Modern Couples” with alternative lifestyles. The financial suite of products is aimed to serve this target segment with four key services namely We+ Mortgage, We+ Investment Services, We+ Bancassurance , and We+ Credit Card.

“I am delighted that with “We+”, it is now possible to serve all financial needs of the “Modern Couples” who may not be legally committed as a couple by law and hence access to finance for them may have been limited. “We+” was developed on the principle that we believe in being an inclusive bank that does not discriminate based on personal lifestyle preferences. We also believe that everyone needs security in both their financial and couple life”, said **Ms. Lyn Kok, the President and Chief Executive Officer of the Standard Chartered Bank (Thailand)**.

The launch party, under the dance party theme, was created to celebrate the modern lifestyle and the diversity found in today’s couple life. The party was hosted by the charismatic Khun “June” Sawitree Rojanaprueks as the emcee and included Thailand’s A listers, namely Mr. Polpat Asavaprapa, Ms. Vipavee Khoman, M.L. Oranich Kitiyakara, Mr. Siam Sethaputra, Ms. Pattamavadee Senanarong, Ms. Ploy Mahadamrongkul, and Ms. Pensupha Kachaseni.

Khun “Ma” Onnapa and Khun “Ploy” Chermarn also took centre stage to share with the audience their experiences and views on the “We+” suite of financial products. “I wholeheartedly support this ground-breaking move by Standard Chartered. We all have

friends who lead alternative lifestyles and once they are committed as a couple, regardless of their sexual orientations, the need to build up financial security between them is always there. For this reason, they will certainly benefit from a bank that is accessible and understands their financial and lifestyle needs”, said **Khun “Ma” Onnapa**.

“I’m glad to witness this new genre of banking service like “We+” that understands the needs of the Modern Couples. Regardless of the couple’s lifestyle, the need for financial security exists. For example, the mortgage service will definitely help couples who have shared their lives for an extensive period of time but have never been committed legally to be eligible for a mortgage. “We+” could help them fulfill their financial needs and enable them to live a happy and complete couple life like others who have chosen or able to register their marriage”, said **Khun “Ploy” Chermarn**.

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