

# press release

## **Standard Chartered Vietnam wins “Best Consumer Internet Bank” for third year in a row**

**19 August 2014, Hanoi, Vietnam** – Standard Chartered Bank (Vietnam) has been awarded the “Best Consumer Internet Bank in Vietnam” for the third consecutive year by world leading Global Finance Magazine.

“The accolade for three years in a row has acknowledged our bank for offering the best online and mobile banking capabilities in Vietnam and clearly being a leader on this front in the country,” said Nirukt Sapru, CEO, Standard Chartered Bank (Vietnam) Ltd.

At the forefront of digital banking, Standard Chartered Vietnam has realised the trend early and invested in the right capabilities.

“Vietnam is a fast growing country with a young population; it is only natural that they have been faster to embrace online and mobile conveniences. We anticipate what customers want and provide those functionalities and that is what we have done in the online space. Customer satisfaction is reflected by our increasing volume of online transactions wherein customers now perform over 90% of non cash transactions online and prefer not to come to branches unless absolutely necessary,” said Nirukt Sapru.

Vietnam is among the 19 markets globally where Standard Chartered is presented with the preeminent industry rankings. Standard Chartered Vietnam has made the record of three-year victory for online banking based on its strength of strategy for attracting and servicing online customers, success in getting clients to use web offerings, growth of online customers, breadth of product offerings, evidence of tangible benefits gained from Internet initiatives, and web site design and functionality.

Standard Chartered has consistently been upgrading its digital platform for online banking, mobile banking, SMS and ATM. Customers can now make local and overseas transfers online, create term deposits online, pay bills at ATM or sign up for auto bill pay of their telephone, mobile, internet bills, do shopping online, and even apply personal loan online and get approval in 24 hours.

In the retail segment, customers activating online banking services have increased by approximately 80%, and 90% of all non cash transactions for Standard Chartered are happening online. In the SME segment, over 80% of the total customer transactions are processed through our “Straight to Bank” online platform.

The online usage statistics for Vietnam is among the highest within Standard Chartered globally. To further encourage customers to use online, the bank waives all charges and offers best rates for customers applying or transacting online as compared to doing paper based transactions.

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## Notes to Editors

### Standard Chartered Bank (Vietnam) Limited

In Vietnam, Standard Chartered's history can be traced back to 1904 when the Bank opened its first branch in Saigon (now Ho Chi Minh City).

Following the official approval from the State Bank of Vietnam, effective 1 August 2009, Standard Chartered commenced operations in its locally incorporated entity – Standard Chartered Bank (Vietnam) Limited. Local Incorporation was an important milestone in Standard Chartered's development in Vietnam.

Standard Chartered now has three branches and employs over 850 staff. The Bank provides a full of suite banking products and services for corporates, financial institutions, small and medium enterprises and individuals.

Standard Chartered brings its international expertise and experience in other growing markets to Vietnam, where it actively contributes to the development of the banking and finance sector in the country. The Bank also plays an active role in the Vietnamese community and has demonstrated this through many social and charitable activities.

For more information, please visit: [www.sc.com/vn](http://www.sc.com/vn) and [www.facebook.com/standardcharteredVN](https://www.facebook.com/standardcharteredVN)

## Standard Chartered

We are a leading international banking group, with more than 90,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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