

# press release

## Standard Chartered named Best Priority Banking in Vietnam 2016

**Hanoi, 06 September 2016** - Standard Chartered Bank Vietnam has been awarded “Best Priority Banking in Vietnam 2016” by the London-based International Finance Magazine. The award recognises the Bank’s market-leading products and services and its exemplary performance in the priority banking segment.

“Our key focus is anticipating our clients’ needs and delivering quality products and services to meet those needs. It is encouraging that our efforts have been recognised by the International Finance Magazine’s prestigious awards.” said Nirukt Sapru, CEO Standard Chartered Vietnam, “I would like to thank our clients for the trust that they have given us, which drives us to work harder to continue providing them with an exceptional banking experience.”

One of the key strengths of Standard Chartered Priority Banking is it can serve clients seamlessly across borders. The bank has an extensive international network covering 70 markets and 200 priority banking centres worldwide. This allows its Priority clients to be recognised and served with the level of comfort that they are accustomed to, anywhere they go. They can also make international payments with ease and convenience through Standard Chartered’s global banking platforms.

In addition, Standard Chartered offers a full suite of best-in-class Priority Banking services, benefits and solutions which can be tailored to meet the needs of its clients.

Clients can avail a wide range of banking solutions with full transactional capabilities and exclusive privileges with high returns. Standard Chartered’s experienced relationship managers adopt a comprehensive portfolio approach customised to meet clients’ financial goals, while considering their stage of life and risk appetite. This involves a complete wealth management solution including investment opportunities, insurance options, mortgage and personal loan solutions amongst other conveniences like Standard Chartered’s world class debit and credit cards.

Most recently, the Bank launched the “Priority WorldMiles Credit Card” to further enhance its service for Priority clients. This card is tailored to meet the needs of the Bank’s Priority clients, who tend to travel frequently, by offering cardholders unique benefits to fit their lifestyle needs. The card is the first in the market to offer total travel care worth up to USD1 million along with emergency evacuation services. It is the first in the market to allow cardholders access to over 800 airport lounges worldwide using the Dragonpass app on their smartphone—without requirement to present a lounge physical card. It also grants the cardholder complimentary green fees at the top four golf clubs in Vietnam, with the option to book tee times using the Bank’s mobile application The Good Life under Concierge function. Cardholders can also use “The Good Life” app to find nearest offers amongst 3,500 outlets when they travel around Asia.

--- ENDS ---

For further information please contact:

**Ms. Trinh Nhu Quynh**

**Head of Corporate Affairs**

**Standard Chartered Bank (Vietnam) Ltd.**

Level 18, Building 72, Keangnam Hanoi Landmark Tower, Pham Hung Road,

Me Tri Ward, Nam Tu Liem District Hanoi Vietnam

Phone: +84 4 39368124

Mobile: +84 984396185

Email: [quynh.trinh-nhu@sc.com](mailto:quynh.trinh-nhu@sc.com)

## **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 is Ho Chi Minh City). We believe in the long term prospect of Vietnam and are fully committed to the Vietnamese market and our clients and customers since coming back to the country in 1990.

On August 1, 2009, we commenced operations in our locally incorporated entity – Standard Chartered Bank (Vietnam) Limited, an important milestone of Standard Chartered's development in Vietnam. The bank currently has more than 850 employees and three branches (two in Hanoi and one in HCMC). The Head Office is based in Hanoi.

We bring our international expertise and experience in Asia, Africa and the Middle East to Vietnam, building a broad business that helps to develop the Vietnamese financial service sector as well as helping clients to develop their businesses. Standard Chartered has acted as the sole Sovereign Credit Ratings Advisor to the Vietnamese Government since March 2012.

The Bank provides a full suite of banking products and services for corporates, financial institutions as well as small and medium enterprises and individuals. We also play an active role in building the communities through many programs that promote social and economic development focusing on health, youth and financial education.

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 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.

For more information please visit [www.sc.com](http://www.sc.com). Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).