

# press release

## Standard Chartered awarded “Digital Banking Initiative of the Year in Vietnam 2016”

**Hanoi, 21 September 2016** - Standard Chartered Bank (Vietnam) has been awarded the “Digital Banking Initiative of the Year in Vietnam 2016” by the Asian Banking & Finance magazine. The award acknowledges the Bank’s consistent and continuous efforts to bring the world class digital convenience to its clients.

“Vietnam is demographically young population with high literacy rate, and high per capita internet and smart phone penetration, which makes it a very attractive market for innovation.” said Nirukt Sapru, CEO of Standard Chartered Vietnam, “At Standard Chartered, we are determined to lead innovation in digital banking and provide clients with ultimate banking convenience. The recognition further encourages us to continue our deployment of new digital products and services with more convenience for clients.”

“Digital is an emerging frontier in banking with traditional concepts of brick and mortar branches quickly fading away. Customers want easy and everywhere access to their banking. Banks not only need to catch up but be ahead of the customer needs” Said Amit Malhotra, Head of Retail Banking Vietnam, “Being at the forefront of digital banking, Standard Chartered Vietnam has recognised this trend early and investing in the right capabilities.”

Recently, Standard Chartered Vietnam has significantly stepped up its digitization agenda by launching flagship digital platforms to enhance clients’ banking experience.

The Bank’s WorldMiles credit cardholders can access 800+ airport VIP lounges worldwide, including lounges at three key metropolitan cities in Vietnam, through the Dragon Pass App instead of having to carry an additional plastic lounge card. The Bank is the first to launch the app in the market.

The location-based mobile app “The Good Life”, offers Standard Chartered cardholders exciting discounts of up to 50% at more than 700 merchants in Vietnam & more than 3,500 outlets in ASEAN across lifestyle categories of fine dining, fashion, hospitality, Travel & wellness. Furthermore, The Good Life apps with Concierge function provides round the clock bespoke concierge services like to book a complimentary green fee game of golf at top 4 golf courses in Vietnam and travel rewards redemption.

Standard Chartered Bank in Vietnam is a digital bank with comprehensive servicing capabilities. Almost 97% of all non-cash transactions at the Bank are conducted digitally; 100% of the Bank’s new clients register for online banking and SMS banking from day one; and its online banking platform offers 24 by 7 convenient banking capabilities with services including transfer of money (domestic and international), auto-bill payment for multiple utilities, online term deposits and repayment of loans.

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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 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](http://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.

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