

press release

Standard Chartered launches flagship credit cards in Vietnam

Hanoi, 14 September 2016 - Standard Chartered Bank today announced the launch of its flagship credit cards in Vietnam, which are also the first Standard Chartered credit cards to be offered in the country. The credit cards come in two variants: the Standard Chartered WorldMiles, which is targeted at the affluent frequent travelers, and the Standard Chartered Platinum CashBack, which is catered for the emerging affluent segment.

“We are pleased to introduce a new and unique concept of credit cards to the Vietnamese market, which leverages our best international practices and extensive network to provide clients with exciting privileges and exceptional banking experience when they spend and travel.” said Amit Malhotra, Head of Retail Banking, Standard Chartered Bank (Vietnam), “This is in line with our strategy to consistently deliver premium products and services to our valued clients in Vietnam, and reinforces our commitment to offer clients an even richer and more differentiated experience in banking with us.”

The Standard Chartered WorldMiles Credit Card lets its holders enjoy travelling in comfort with greater peace of mind by offering 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 also the first in the market to allow cardholders access to over 800 airport lounges worldwide using the Dragonpass app on their smartphone - with no need to present a 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 Standard Chartered Platinum CashBack card is the first in the market to offer unlimited CashBack, making clients’ every spend a joyful one. It gives refund of 1% for every overseas purchase and 0.5% for every domestic purchase.

Both of the cards are entitled to exciting deals with discount of up to 50% available on the Bank’s The Good Life mobile application. The application allows its user to locate the nearest offers from more than 700 merchants in Vietnam and 3,500 in the region as per geopositioning.

The Standard Chartered Credit Cards are now available at all of Standard Chartered's branches in Vietnam.

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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 and 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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