

# press release

**FOR IMMEDIATE RELEASE**

## **Standard Chartered signs multi-market strategic alliance with Hong Kong Disneyland Resort**

**13 June 2016, Vietnam** – Standard Chartered Bank today announced a multi-market strategic alliance with Hong Kong Disneyland Resort, expanding a successful 10-year relationship as the resort’s official bank sponsor and bringing new benefits to clients in seven markets.

In addition to Hong Kong, this multi-year strategic alliance expands collaboration with Standard Chartered Bank and Hong Kong Disneyland Resort to include the promotion of selected banking products and services and the launch of special resort offers to clients in Singapore, Korea, Taiwan, Malaysia, Indonesia and Vietnam.

The alliance gives Standard Chartered the rights to leverage Hong Kong Disneyland’s intellectual properties in the following areas:

- Exclusive promotional rights for Current and Savings Accounts targeted at young savers
- Exclusive promotional rights for banking products, such as time deposits, savings plans and personal banking services
- Rights for developing Hong Kong Disneyland-themed premiums for Standard Chartered marketing campaigns
- Seasonal special offers for Standard Chartered credit cardholders to enjoy food and beverage, tickets, hotel stays at Hong Kong Disneyland Resort

Country-specific programmes will be announced in the coming months.

“Hong Kong Disneyland Resort has been attracting inter-generational families from the region for the past 10 years. At Standard Chartered, we have a 150-year history of helping Asian families to save and build their wealth. This multi-year renewal continues to build on the deep and broad relationship with The Walt Disney Company, which started in the 1960s. We are looking forward to exploring opportunities to further expand this win-win relationship in the region,” said Neil Daswani, Standard Chartered’s Global Head of Corporate Partnerships.

“We’re pleased to collaborate with Standard Chartered Bank to offer millions of guests premier banking services at the resort,” said Samuel Lau, Managing Director of Hong Kong Disneyland Resort. “We are proud to continue our relationship today and jointly grow our business in our strategic regional markets in the coming years.”

Since the theme park's opening in 2005, Standard Chartered Bank has been providing premier banking services for Hong Kong Disneyland Resort, including corporate banking services, payroll services and ATM service. Standard Chartered clients from overseas are able to use the ATMs in the resort to withdraw cash. In Hong Kong, the close relationship between the two parties has also enabled Standard Chartered to launch the highly popular "My Dream Account" promotions to encourage saving habits among children and young adults.

With the opening of "Star Wars™: Tomorrowland Takeover" attraction in Hong Kong Disneyland, Standard Chartered Bank's Priority Banking clients from Hong Kong, Singapore, Korea, Taiwan, Malaysia, Indonesia and Vietnam will be able to enjoy priority access to Star Wars: Command Post where they can greet Star Wars heroes by making online reservations or registering on-site. Standard Chartered will continue working with Hong Kong Disneyland Resort to provide special park offers to clients from regional markets.

Daswani added: "We continue to focus on multi-market alliances with major retailers, entertainment and service providers across Asia, Africa and the Middle East. So wherever they go, Standard Chartered clients will get exclusive benefits across different markets."

Standard Chartered also has an alliance with Asiamiles, the only Asiamiles co-branded credit card in Hong Kong that allows frequent traveller to earn miles as they dine, shop, travel, and bank with Standard Chartered, across the entire spectrum of their banking relationship.

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For further information please contact:

**Note to Editors:**

**Standard Chartered**

We are a leading international banking group, with around 84,000 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. 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](#).

**Hong Kong Disneyland Resort**

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. In the magical kingdom theme park — filled with your favorite Disney stories and characters — explore seven diverse lands that are home to award-winning, first-of-a-kind attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal well-being, Hong Kong Disneyland

spreads its magic through community services programs that help families in need, boost creativity among children and youth, encourage the protection of the environment and inspire healthier living.

For information on attractions and vacations at Hong Kong Disneyland Resort, visit [hongkongdisneyland.com](http://hongkongdisneyland.com) or call (852) 3550-3388.

For our media website, visit [hongkongdisneyland.com/news](http://hongkongdisneyland.com/news). New users may login with the following details and register for a personal account:

**Username: disney**

**Password: magic**