

# press release

## **Economical flight to Hong Kong & up to 5% cash back with Standard Chartered card**

**27 May 2013, Hanoi, Vietnam** – With non-stop efforts to offer customers with continuous benefits, Standard Chartered is pleased to launch the promotion for purchases of Cathay Pacific return air ticket to Hong Kong, effective from 15 May to 15 June 2013. Accordingly, all Standard Chartered Bank cardholders travelling from Vietnam to Hong Kong by Cathay Pacific Airlines are eligible to buy 2 roundtrip tickets at the price of 1 for economy class and buy 1 ticket get the 2nd at half price for business class. The program is applied for travel period from 15 May to 30 November 2013, from Ho Chi Minh/Hanoi to Hong Kong and stay of no more than 7 days.

Mr. Amit Arora, Head of Consumer Banking of Standard Chartered Bank (Vietnam) Ltd, said: “At Standard Chartered, we understand there is an increasing demand for outbound travel recently, especially, to our customers, Hong Kong is considered one of the favourite destinations. Additionally, summer is the best time for our customers to have a relaxing week with their spouses and kids. We, therefore, have tied up with one of the world’s best airlines to offer buy one get one free to our cardholders. The promotion is a further proof of our brand promise “Here for good”, following which the Bank will continue to provide innovative products and programs and offer world class services to its customers.”

Also in this summer, Standard Chartered resumes the cash back program, following the prior year’s success, to offer customers more joyful shopping experience. As such, customers can enjoy 5% cash back with Standard Chartered Platinum and Priority Card and 3% cash back with Classic Debit Card from their international card-present transactions from May 31 to August 1. This is timed to coincide with the peak holiday season so that customers can make use of this promotion whilst travelling and shopping overseas.

The promotions “Buy 1 get the 2nd at half price for Business Class” and “Buy 1 get 1 free for Economy Class” and 5% cash back are among many privileges Standard Chartered offers to its cardholders such as up to 50% discounts on resorts, spas, golf, and health care facilities. The Bank is committed to bring the world’s best banking services and products to Vietnam. It is recognized nationally and internationally with Trust and Use award and recently received the Golden Dragon Award for the “Best customer-oriented” bank.

To book air tickets, please visit [www.cathaypacific.com/vn/scbusinesspromo](http://www.cathaypacific.com/vn/scbusinesspromo) or Cathay Pacific’s Reservation and Ticketing Offices in Ho Chi Minh or Hanoi. To register cash back program, please SMS

“YES” to 1900545406. For more information, cardholders can simply call the Bank’s hotline at (84 4) 3696 0000/ (84 8) 3911 0000.

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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.

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](#).