

press release

Standard Chartered (Vietnam) wins “Best Consumer Internet Bank” award in 2013

31 July 2013, Hanoi, Vietnam - Standard Chartered Bank (Vietnam) has been awarded the “Best Consumer Internet Bank” for the second consecutive year by Global Finance Magazine, the world’s leading economic and financial publication.

Vietnam is among the 11 markets globally and one of 6 Asian countries where Standard Chartered Bank is honoured to receive the preeminent industry rankings for online and mobile services. The award recognizes Standard Chartered Bank (Vietnam) for offering online and mobile services that enhance the banking experience of its clients and customers. It also further reaffirms the internet consumer banking leadership position of Standard Chartered in Vietnam.

Amit Arora, Head of Consumer Banking, Standard Chartered Bank (Vietnam) Ltd. said: “We are delighted to win the distinguished award of such a prestigious publication as Global Finance Magazine in 2 consecutive years (2012 – 2013). This recognition certainly encourages Standard Chartered Vietnam to continue our deployment of new online products and services with more convenience for customers, as committed through our brand promise – “Here for good.”.

Standard Chartered was selected to be the winner based on its strength of strategy for attracting and servicing online customers, success in getting clients to use web offerings, growth of online customers, breadth of product offerings, evidence of tangible benefits gained from Internet initiatives, and web site design and functionality.

Following success of The Best Asset Service Provider Award 2013, this “Best Consumer Internet Bank” award once again recognizes Standard Chartered for its dedication to bring the world’s best banking services and products to Vietnam. Specifically, Standard Chartered have promoted its consumer banking this year by partnership with Cathay Pacific Airlines & Up to 5% Cash Back Program with Standard Chartered card, Online Term Deposit and Online Personal Loan programs in a non-stop effort to offer the most convenience for its clients and customers.

For more information about Standard Chartered details, clients and customers can always 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 and 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.

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