

press release

Standard Chartered Offers 5% Cash Back On Parkson Purchases

29 June 2012, Ho Chi Minh City, Vietnam – In order to maximize benefits for cardholders this shopping season, Standard Chartered Bank (Vietnam) Ltd. has partnered up with Parkson Shopping Centre (Parkson) to launch yet another 5% cash back programme which provides customers with cash back on each and every transaction completed in Parkson nationwide. This cash back is on top of any discounts offered by Parkson (if any). The programme will begin from 1 July to 31 July 2012 and applies to all Standard Chartered cardholders.

Amit Arora, Country Head of Consumer Banking of Standard Chartered Bank (Vietnam) Ltd. said: “The cash back program is designed to further delight our customers by rewarding them as they go about their daily shopping. This is just one of the many privileges offered and is a way for us to express our appreciation to our loyal customers. The programme is a proof of our brand promise “Here for good”, where the Bank will continue to provide innovative products and programmes and offer world class services to its customers.”

The cash back series is a significant innovation in the banking sector in Vietnam. This campaign follows the success of the Visa Leadership award in Issuing Innovation for Standard Chartered Cash Back programme in Vietnam. According to Bank records, a customer has gained 18 million VND cash back from his purchases.

For more information, cardholders can simply call the Bank’s hotline at (84 4) 36960000/ (84 8) 39110000 or sign up at Standard Chartered booths located on the 1st floor of Parkson Saigon Tourist HCMC, Parkson Hung Vuong HCMC and Parkson Landmark HN.

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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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