

press release

Standard Chartered Vietnam received the most innovative award by Visa

12 April 2012, Hanoi, Vietnam – Standard Chartered Bank (Vietnam) Limited has won the Visa Leadership award in Issuing Innovation for its Cash Back program in Vietnam.

Standard Chartered is the first bank in Vietnam to launch Cash Back program which spurred customer usage and was welcomed by customers as an exciting change from other ‘gift’ promotions. The program allows customers to get “5% cash back” with every purchase made at any Point of Sales (POS) or online, hence helping to pay to reduce the effective cost of purchase for customer.

Customers have reacted favourably to this promotion with spending going up three times and number of customers using card going up two times. More card usage means less cash to carry for customer which is safer and more convenient.

Standard Chartered will continue to offer interesting promotions to customers as a regular feature. Currently it is running 5% Cash Back on all purchases in The Garden Shopping Centre from 07 Apr 2012 to 06 May 2012 and will soon launch one more cash back offer.

Mr. Amit Arora, Country Head of Consumer Banking of Standard Chartered Bank (Vietnam) Limited said: “The 5% Cash Back promotion is part of our effort in bringing the most innovative product and programs to our customers. We will continue to keep bringing offers which will benefit and excite our customers. Receiving this award is another testament to our strong progress in delivering our commitment to our customers, reaffirming our industry leadership and highlights the potential of growth through innovation.”

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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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