

press release

Standard Chartered Vietnam reached new heights in its Online Banking

14 October 2013, Hanoi, Vietnam - Digital is the new frontier in banking with traditional concepts of brick and mortar branches quickly fading away. Customers want instant and everywhere access to their banking. Banks need to, not only catch up but be ahead of the customer demand. Standard Chartered Bank (Vietnam) is at the forefront of digital banking having realised the trend early and invested in the right capabilities. Being awarded the "Best Consumer Internet Bank in Vietnam" for the second consecutive year by Global Finance Magazine, the world's leading economic and financial publication is a reaffirmation of the fact.

Standard Chartered has consistently been upgrading its digital platform (Online Banking, Mobile Banking, SMS and ATM). Customers can now make local and overseas transfers online, create Term Deposits online, pay bills at ATM or sign up for auto bill pay of their telephone, mobile, internet bills, do shopping online, and even apply Personal Loan online and get approval in 24 hrs! At Standard Chartered we judge the success of any program based on the customer's response and customers have embraced each enhancement the bank has offered. In the retail segment customers activating online banking services have increased by approximately 80% and 90% of all non cash transactions for Standard Chartered are happening online. In the SME segment over 80% of the total customer transactions are processed through "S2B" online platform. These online usage statistics for Vietnam are among the highest within Standard Chartered globally. To further encourage customers to use online, bank waives all charges and offers best rates for customers applying or transacting online as compared to doing paper based transactions. For example our deposit rates and loan rates are always better when customers apply these products online vs. doing a branch based transaction.

Amit Arora, Head of Consumer Banking, Standard Chartered Bank (Vietnam) Ltd. Said: "Vietnam is a fast growing country with a young population; it is only natural that they have been faster to embrace Online and mobile conveniences. As a consumer organization we anticipate what customers want and provide those functionalities and that is what we have done in the online space. Customer satisfaction is reflected by our increasing volume of online transactions wherein customers now perform over 80% of non cash transactions online and prefer not to come to branches unless absolutely necessary. The "Best Consumer Internet Bank in Vietnam" for the second consecutive year by Global Finance Magazine recognizes the bank for offering the best online and mobile banking capabilities in Vietnam and clearly being leader on this front in the country."

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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