

press release

Standard Chartered wins “World’s Best Consumer Internet Bank Award”

17 December 2012, Hanoi, Vietnam – Standard Chartered has been awarded “World’s Best Consumer Internet Bank” for the second year running and the “Best Consumer Internet Bank in Vietnam” for the first time, by the industry’s premier Digital Awards handed out by Global Finance Magazine. The award recognises Standard Chartered for offering online services that enhance the banking experience of its customers. It also further reaffirms the leadership position of Standard Chartered at the global and country level in the field of consumer internet banking.

Amit Arora, Head of Consumer Banking, Standard Chartered Bank, said: “Internet has significantly transformed the way customers and banks interact and process transactions. We are in a stage of constant innovation to bring the most convenient and secure online methods for our customers. The best internet bank award is recognition of these continuous efforts. Vietnam is a high internet penetration country and we will continue to delight our customers by offering them more options to use us online.”

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 “Visa Leadership Award 2012” and “Trust and Use” Award 2012, this “Best Consumer Internet Bank” award once again recognises Standard Chartered for its dedication to bring the world’s best banking services and products to Vietnam.

To celebrate this award, Standard Chartered Bank is offering 5% cash back for all online purchase made with Priority Banking or Platinum Card. This promotion program is valid until 31st Dec 2012. For more information, customer can always simply call the Bank’s hotline at (84 4) 3696 0000/ (84 8) 3911 0000.

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For further information please contact:

Ms. Trinh Nhu Quynh
Head of Corporate Affairs

Standard Chartered Bank (Vietnam) Ltd.

Level 18, Building 72, Keangnam Hanoi Landmark Tower, Pham Hung Road,
Me Tri Ward, Nam Tu Liem District Hanoi Vietnam

Phone: +84 4 39368124

Mobile: +84 984396185

Email: quynh.trinh-nhu@sc.com

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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