

# press release

## Standard Chartered Bank and Uber launch first-of-its-kind multi-market partnership

*Unique partnership offers Bank cardholders in six markets cashback for global Uber rides*

**07 October 2016, Vietnam** – Standard Chartered Bank (“Bank”) and Uber recently announced a partnership that offers all Standard Chartered credit cardholders in six markets (Singapore, Indonesia<sup>1</sup>, Malaysia, Vietnam, India and the United Arab Emirates<sup>1</sup>) across two continents up to 25 per cent cashback for all global Uber rides.<sup>2</sup> This is the first ever multi-market partnership for both Standard Chartered Bank and Uber, the world’s most popular transport app<sup>4</sup>.

Collaborating with Uber is part of Standard Chartered’s digital agenda to deliver simple and convenient banking through digital channels for increasingly tech-savvy clients. To meet clients’ needs in the new digital ecosystem, the Bank believes that collaboration between the financial and technology sectors will lead the way forward. Ride hailing service providers such as Uber are fast becoming a mainstream feature of transportation globally, and continue to gain popularity exponentially. This collaboration between Standard Chartered and Uber capitalises on key areas of synergies, which are mainly an extensive geographical network, highly-mobile client base and the desire to provide innovative offerings to clients.

Sebastian Arcuri, Regional Head, Retail Banking, ASEAN and South Asia, Standard Chartered Bank said: “There has been a dramatic shift towards digital and cashless payments across the region and we are seeing success in the seamless integration of the Bank’s services in our clients’ everyday life. As a global bank with a focus on Asia, Africa and Middle East, we are pleased to partner Uber, a transport network operating in more than 425 cities, to engage our clients for both their local and overseas transport needs.”

Commenting on the partnership, Chan Park, Uber’s Regional General Manager for Southeast Asia, said: “We are thrilled to partner with Standard Chartered Bank, one of the region’s long-standing and illustrious banks. Together, we will bring to life our shared passion for delighting customers and bring even more value to riders. We also look forward to welcoming cardholders as first-time Uber riders to join over 50 million riders globally to experience the ridesharing revolution.”

This privilege is available to all Standard Chartered cardholders in Singapore, Malaysia, India and Vietnam from 1 October 2016. The date of availability for cardholders in Indonesia and UAE will be announced in the near future.

Cardholders in Vietnam will receive 25% per cent cashback on all Uber rides globally, subject to a cashback cap of VND300,000 per month and a minimum of VND3 million in eligible retail spends per calendar month. Cardholders who are first-time Uber users will enjoy VND66,000 off every ride for the first three rides. More details are available at <https://www.sc.com/vn/en/campaign/uber/>.

This tie-up with Uber is part of the Bank’s regional roll out of innovative digital suite of services for clients. Earlier this year, the Bank announced a number of initiatives across the region, such as video banking and the roll out of biometric fingerprint and voice technologies.

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1. The date of availability for cardholders in Indonesia and the UAE will be announced in the near future.
2. For more details on the cashback terms and conditions, cap and monthly spend requirement, please visit <https://www.sc.com/vn/en/campaign/uber/>
3. For more details on the free rides, please visit <https://www.sc.com/vn/en/campaign/uber/>
4. Source: “Uber is now the most popular taxi app in 108 countries, data show” by Olivia Zaleski and Andre Tartar for Bloomberg, 23 August 2016. (<http://www.bloomberg.com/news/articles/2016-08-23/uber-is-the-most-popular-ride-hailing-app-in-108-countries>)

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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 is Ho Chi Minh City). We believe in the long term prospect of Vietnam and are fully committed to the Vietnamese market and our clients and customers since coming back to the country in 1990.

On August 1, 2009, we commenced operations in our locally incorporated entity – Standard Chartered Bank (Vietnam) Limited, an important milestone of Standard Chartered's development in Vietnam. The bank currently has more than 850 employees and three branches (two in Hanoi and one in HCMC). The Head Office is based in Hanoi.

We bring our international expertise and experience in Asia, Africa and the Middle East to Vietnam, building a broad business that helps to develop the Vietnamese financial service sector as well as helping clients to develop their businesses. Standard Chartered has acted as the sole Sovereign Credit Ratings Advisor to the Vietnamese Government since March 2012.

The Bank provides a full suite of banking products and services for corporates, financial institutions as well as small and medium enterprises and individuals. We also play an active role in building the communities through many programs that promote social and economic development focusing on health, youth and financial education.

For more information, please visit: [www.sc.com/vn](http://www.sc.com/vn) and [www.facebook.com/standardcharteredVN](http://www.facebook.com/standardcharteredVN)

### **Standard Chartered**

We are a leading international banking group, with 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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