

press release

Standard Chartered launches Breeze Biz – the first value added services App of its kind for SMEs in Singapore

17 February 2014, Singapore – Standard Chartered Bank (the Bank) today announced the launch of **Breeze Biz**, a mobile application (App) designed to deliver a portfolio of value added services for small and medium enterprise (SME) owners in Singapore.

Mobile technology is transforming the way SMEs gather information, source for opportunities and conduct their business. Standard Chartered, with its strength in innovative digital banking, is the first in the financial industry to develop a value added services App that is customised for SMEs in Singapore. This comes on the back of the Bank's other first-in-market offerings such as the multifunction security token card¹ and Pay-Any-Card².

Kavita Bedi, Regional Head of SME Banking, Singapore and Southeast Asia said: "As the largest international banking partner to local SMEs, we understand that the needs of SMEs are evolving, and they expect a holistic banking relationship beyond traditional bank financing. As the community responds to calls for greater productivity, many SMEs are also adopting new technology into their business. **Breeze Biz** is a result of our commitment to providing them with the necessary tools and resources to help them in their digital growth journey."

¹ Security token card: A two-in-one device acts as both a credit/debit/ATM card and a security token. Standard Chartered is also the first in the world to provide customers with a security token to be embedded into all card types – Credit, Debit and ATM cards.

² Pay-Any-Card: Standard Chartered was the first bank in Singapore to offer a one-stop secure and convenient banking platform that allows customers to pay any other banks' Visa and MasterCard credit card bills from their Standard Chartered account.

Breeze Biz provides discerning business owners an easy-to-use platform of information and networking opportunities, to help them in the next step of their growth journey. Features include:

- **Learn** – Customisable news feed aggregator in partnership with various news sources like The Straits Times, The Business Times, Channel NewsAsia, Inc.com and more. The Learn function also provides access to relevant research articles from Standard Chartered’s Global Research Team.
- **Network** – Calendar view of networking and educational events from around Singapore organised by Standard Chartered and associations such as the Infocomm Development Authority of Singapore, the Singapore Chinese Chamber of Commerce and Industry and the Singapore Business Federation.
- **Grow** – Business solutions advice based on basic customer and business profiling, as well as calculators for installment loans, mortgages and savers to help business owners better manage working capital and plan for expansion.

Chris Jenkins, Chief Information Officer, Group SME Banking, added: “By using technology, we can provide SMEs with insights beyond traditional banking services that help them grow and explore new opportunities. In collaboration with our partners, this App presents information that improves the customer experience and provides access to important information through a single source. **Breeze Biz** is a one-stop, easy-to-access aggregation of research, news, offers and networking that will help business owners keep in touch and achieve commercial success at their convenience.”

The App also provides Standard Chartered SME customers convenient access to basic online banking and Straight2Bank, the Bank’s fully integrated internet banking service for businesses. It will also feature credit card offers as well as exclusive offers from Norton and Starhub for Standard Chartered customers.

Breeze Biz is compatible with both iOS and Android and is available to the public for free download from the Singapore Apple App Store and Google Play Store.

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For further information please contact:

Carol Alisha Chan
Tel: +65 6596 7759
Email: carol-HY.chan@sc.com

Jasmine Zhao
Tel: +65 6596 7756
Email: jasmine.zhao@sc.com

Note to Editors:

Standard Chartered – leading the way in Asia, Africa and the Middle East

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With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities to over 88,000 staff. It is committed to building a sustainable business over the long term and upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

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