

Press Release

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## **Standard Chartered Bank Korea awarded Best Mobile Payments Initiative in Korea for 2016**

- **Alliance with Payco demonstrated importance of collaboration to create a payments and lifestyle eco-system that delivers holistic customer engagement**
- **Delivers customer value beyond payment transactions**
- **Further strengthening enterprise banking relationship**

Seoul, South Korea, 13<sup>th</sup> December 2016 — **Standard Chartered Bank Korea (SCBK)** was awarded **Best Mobile Payments Initiative in Korea for 2016** as part of The Asian Banker's Korea Country Awards programme. **SCBK** was also awarded **Best Branch Innovation Initiative in Asia Pacific for 2016** in March under The Asian Banker's International Excellence in Retail Financial Services 2016 Awards.

### **Alliance with Payco demonstrated importance of collaboration to create a payments and lifestyle eco-system that delivers holistic customer engagement**

SCBK offers a wide range of banking services to Payco, NHN Entertainment's mobile payment users. Five million users have full access to SCBK competitive banking product suites with instant fund transfer; ATM cash deposit and withdrawal service; points exchange programme; creating an integrated mobility platform.

### **Delivers customer value beyond payment transactions**

The alliance formed in December 2015 delivered a full scope of partnership opportunities between banking and online/mobile industry. SCBK customers using Payco have access to small amount money transfer to and from their deposit accounts. The mobility platform also offers a consultation service (banking at your door step) and registration link for co-branded SC-Samsung Card. Instant points exchange programme between its 360 rewards with Payco points to strengthen the reward platform proposition.

### **Further strengthening enterprise banking relationship**

The alliance also enabled SCBK to establish a branch at NHN Entertainment HQ to further strengthen its banking partnership. Offering a wide range of banking products and services including co-branded credit and check cards.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind in Asia-Pacific.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

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