

Press Release

FOR IMMEDIATE RELEASE

Standard Chartered Bank is the Best Retail Bank in Hong Kong for 2014

- **Standard Chartered Bank’s “digital main bank” strategy resulted in a two-fold increase in the number of mobile banking users.**
- **With innovative products and consistent customer service, the bank maintained a strong presence in the primary housing market and affluent customer segments in Hong Kong.**
- **Standard Chartered Bank enjoyed high growth momentum in 2014, experiencing 27% increase in operating profits.**

Sydney, April 3rd 2014—Standard Chartered Bank won the Best Retail Bank in Hong Kong award for 2014. The bank received the award at The Asian Banker’s International Excellence in Retail Financial Services 2014 Awards ceremony, held in conjunction with the region’s most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri-La Hotel, Sydney, Australia on April 3rd 2014.

In 2013, Standard Chartered Bank made significant improvements in user navigation and browser capabilities to cater to customer preferences—67% of its customers are actively using internet banking. The bank successfully doubled its active mobile banking customer base in 2013. This helped the bank grow its customer accounts by around 7% without the need to expand its teller capacity.

Standard Chartered Bank leads the primary housing market by volume in 2013, having achieved 18% growth in retail banking product sales and 40% increase in mortgage income. The bank also achieved good traction in its personal and preferred banking business through innovative products and high customer engagement.

With 26% growth in operating profits and 16% growth in total income in its retail business in 2013, Standard Chartered Bank has succeeded in maintaining its high growth momentum started three years ago. Its income per branch has increased 15% year-on-year over the same period. The bank has also introduced initiatives to reduce costs.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

About The Asian Banker

The Asian Banker is the region’s most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, 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. The company’s website is www.theasianbanker.com

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