

Press Release

FOR IMMEDIATE RELEASE

Standard Chartered Bank Korea & Teradata win best data & analytics project award

- Standard Chartered Bank Korea implements new financial and regulatory reporting system with Teradata.
- New show-time revenue generation program maximises enterprise performance efficiency and improves the bank's ROI.
- Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions.

Seoul, South Korea, 24 October 2013 – Standard Chartered Bank Korea (SCBK) and its technology partner Teradata have been named as winners of the Best Data & Analytics Project, Korea Award for the year 2013 during The Asian Banker's inaugural Technology Implementation Awards (TIA) Korea Programme, at the Lotte Hotel in Seoul, Korea on October 22nd, 2013.

Standard Chartered Bank Korea implements new financial and regulatory reporting system with Teradata

In 2007, the Korea Accounting Standards Board announced that from 2010 onwards, it was compulsory to replace K-GAAP with the new K-IFRS business accounting standard by 2011. This meant that SCBK's financial and regulatory reporting processes in Korea had to be revamped.

The Red Queen Program aimed to maximise enterprise performance efficiency and provide revenue generation opportunities through a 'Single Data Source' called Korea Enterprise Data Warehouse (KEDW), while Showtime promotes SCBK ROI improvement and digital banking through better data analysis by utilising enhanced KEDW capability.

New showtime revenue generation program maximises enterprise performance efficiency and improves the bank's ROI

KEDW provided enhanced customer insight through better use of data analytics.. The Red Queen Program has dramatically changed SCBK's customer management, marketing, operation, risk and finance strategies.

This new data warehouse allows the SCB group to prevent financial data error through improved infrastructure and automation. It improves data integrity through accurate financial and regulatory reporting, and support target marketing by better understanding customers' transaction behavior. "We believe banks are moving towards end to end architectures with open solutions in order to provide a seamless experience to the customer and optimize the

increasingly larger datasets available; Standard Chartered Bank Korea has been developing that project for the exact same goal,” said Bertrand Pigeon, Senior Research Analyst, The Asian Banker.

Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions

The Asian Banker Technology Implementation Awards (TIA) Korea is designed to identify emerging best practices as well as implementation goals and challenges that the industry can learn from. It is an important component of The Asian Banker’s vendor selection programme which is designed to benchmark implementation best practices in the industry. Details of the programme, methodology and scorecards can be found on the Bank Technology Monitor website (<http://tech.theasianbanker.com>).

This programme uses the same criteria as The Asian Banker Technology Implementation Awards and focuses solely on the achievements in the Korean retail banking industry. For its first year in Korea, TIA received over 60 submissions from more than 30 financial institutions submitting project details for evaluation.

The country level technology implementation awards programme is being run in conjunction with the widely recognised Asian Banker Achievement Awards, introduced in 2006.

ENDS

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 and Shanghai 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

For more information please contact:

Mr. Bertrand Pigeon
Senior Research Analyst
Tel: 8610 58693492
bpigeon@theasianbanker.com

Ms. Rachel Park
Business Development Manager (Korea)
Tel: (65) 6236 6518
rpark@theasianbanker.com