

# press release

## Standard Chartered's 'Breeze' product sets pace in digital banking in Ghana

**Accra, 9 September, 2013** – Standard Chartered has announced the introduction of the “Breeze” mobile application (“app”) which delivers an exciting dimension of digitisation to its customers

The revolutionary move by the Bank will transform the digital space in the country's financial services industry.

Currently the sophistication and increased expectation of the average Ghanaian banking customer has influenced banks to adopt a new way of thinking; a thinking that is defined by how to drive a cohesive relationship with the customer.

Standard Chartered's internal research has revealed that customers now wish for simpler and faster banking; be it at the branch, on phones or via mobile networks. The Breeze Mobile Banking app was borne out of a desire to make banking simpler by creating an intuitive, plain-speaking smartphone interface.

Breeze will allow customers, among other functions, quick and easy access to their accounts, the ability to transfer funds, pay bills and top up of mobile phone credits.

Speaking during the launch, Andrew Okai, Executive Director, Consumer Banking, Standard Chartered Bank said:

“The launch of Breeze is part of our bank's global focus on digitization. With Smartphone penetration at 18% in Ghana and currently set to double within the next three years or less, we, at Standard Chartered, have taken the lead; in line with our Brand promise of Here for good, to extend our customers digital lifestyle into banking. Digitisation in the banking sector will not only transform banking services but the Ghanaian economy as a whole through the opening of job opportunities in related sectors including the telecommunication, payment services and electronic manufacturing”.

Breeze is available on Blackberry, Android and IOS. Customers need to go their appstore and download the free app.

Standard Chartered has been in Ghana since 1896 and through its consumer banking business offers solutions including Employee Banking, SME Banking, General Retail Banking and Premium Banking Services.

It is an award winning Bank in product innovation and has pioneered the introduction of products and solutions including ATM's, visa cards and unsecured personal loans in Ghana.

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**For more information or interview opportunities, please contact:**

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**Note to Editors:**

**Standard Chartered – leading the way in Ghana**

Standard Chartered Bank is a market- leading financial services brand in Ghana, listed on the Ghana Stock Exchange. It has operated for 116 years in the country and is currently the highest priced stock on the exchange. It ranks among the top 15 companies in the Club100 rankings by the Ghana Investment Promotion Centre (GIPC). The Bank's focus and commitment to developing deep relationships with clients and customers has driven its consistent growth in recent years.

With a network of 24 branches and 52 ATMs across Ghana, Standard Chartered offers exciting product propositions for customers and clients as well as career opportunities for close to 1,000 staff in Ghana. It is committed to building a sustainable business over the long term in Ghana and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'

For more information on Standard Chartered, please visit [www.standardchartered.com/gh](http://www.standardchartered.com/gh)