

ZALORA



press release

FOR IMMEDIATE RELEASE

More fashion for less with Standard Chartered and ZALORA

Malaysia among first markets where Standard Chartered and ZALORA launch a partnership

Kuala Lumpur, 5 April 2018 – Standard Chartered and e-tailer ZALORA are launching a two-year partnership that offers Standard Chartered card holders¹ a suite of benefits including exclusive discounts on their ZALORA purchases and priority access to sales before it is launched to the public.

With a minimum spend of MYR120, Standard Chartered credit card and debit card holders in Malaysia enjoy a 15% discount all year round, and a 20% discount with a minimum spend of MYR150 during promotional periods. Standard Chartered card holders will also be the first to know about exclusive ZALORA sales, giving them the opportunity to grab the best deals.

The commercial partnership will initially cover six countries – Malaysia, Brunei, Hong Kong, Indonesia, Singapore and Taiwan.

A popular fashion e-tailer in Asia, ZALORA offers an extensive collection of top international and local brands as well as their own in-house labels across apparel, shoes and accessories for men and women. They give consumers in the region access to the latest collection from over 2,000 fashion brands.

Aaron Loo, Country Head of Retail Banking, at Standard Chartered Bank Malaysia says: “This is a classic example of a partnership to delight and reward Standard Chartered card holders and to give them exciting benefits when shopping online. We are constantly enhancing our products and services to make banking simple, convenient and secure in this increasingly digital world. That means we design our offerings around our client’s lifestyle needs, giving them greater convenience and choice in their daily spend.”

¹ This offer applies for all Standard Chartered credit cards and debit cards issued in Brunei, Malaysia, Singapore and Taiwan and all Standard Chartered credit cards in Hong Kong and Indonesia

Tito Costa, Chief Marketing Officer of ZALORA added: “The partnership with Standard Chartered Bank creates an opportunity for us to reach out to new customers by offering them more reasons to shop on ZALORA. This gives shoppers a little push, sparking consumer spending by offering their favourite items at the best prices. In a region where buying fashion online is in its early stages, having a partner like Standard Chartered helps us in converting traditional consumers into e-consumers.”

Consumer discretionary spend continues to grow worldwide and apparel is no exception. Industry intelligence company GlobalData stated that fast fashion and value clothing is gaining popularity in Asia and online channels are expected to lead over brick and mortar channels in the coming two years. According to GlobalData’s 2017 global consumer payments survey, apparel makes up between 8 and 12% of total transactions in the region and it is expected to grow.

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Note to Editors

About ZALORA Group

ZALORA is Asia’s online fashion destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, fast deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities. ZALORA is part of Global Fashion Group, the world’s leader in online fashion for emerging markets.

Standard Chartered Bank Malaysia

Standard Chartered Bank, a member of the Standard Chartered Group was established in Malaysia in 1875 and incorporated as Standard Chartered Bank Malaysia Berhad in 1984. As Malaysia’s first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises and individuals through its network of branches across Malaysia.

In 2001, Standard Chartered PLC established its third global technology & operations centre, Standard Chartered Global Business Services (formerly Scope International) in Malaysia – the first international bank to do so in the country. It provides software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM) and has a total workforce of more than 4,500 people.

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered PLC is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad (Saadiq), Standard Chartered Bank Malaysia's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Syariah-compliant products and services to individuals and corporates through its dedicated branches.

Standard Chartered employs over 7,000 employees in all its Malaysian operations.

Standard Chartered

We are a leading international banking group, with more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

We are present in 63 countries and territories, with over 1,000 branches and around 3,000 ATMs.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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