

# press release

FOR IMMEDIATE RELEASE

## **Standard Chartered Malaysia wins Best New Product Service or Innovation Launch award**

**Kuala Lumpur, 8 March 2018** – Standard Chartered Malaysia picked up two awards at the 9<sup>th</sup> Retail Banker International (RBI) Asia Trailblazer Awards 2018. The Bank won “Best New Product Service or Innovation Launch” for its Shake and Win campaign, and received the Highly Commended award for the “Best Savings Plan Offering”.

The Bank was aptly recognised as the first retail bank to introduce mobile gamification via Shake and Win. The campaign gave clients the opportunity to win cashback of up to MYR99 with every minimum spend of MYR100 in a single transaction. By combining mobile gamification with shopping, the Bank engaged and rewarded Standard Chartered credit card holders in a fun and instantaneous manner. This is one of the many digital initiatives as part of the Bank’s strategy to offer easy, convenient and secure banking solutions for clients.

Aaron Loo, Country Head of Retail Banking of Standard Chartered Bank Malaysia says: “We constantly push the boundaries of retail banking to meet the demands of our clients in this increasingly digital world. Aside from mobile gamification, the Bank has also launched an award winning digitally enabled client acquisition tool, video and online chat banking and fingerprint recognition for mobile banking login. It also partnered with Samsung Pay to offer clients a robust mobile payment platform.”

The Privilege Savings Account received the Highly Commended award for its flexibility which allows clients to enjoy bonus interest when they save, spend, pay, invest or insure. Personal Banking Clients can get up to 4.25% p.a. while Priority Banking Clients can get up to 5% p.a.

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The awards are based on a rigorous selection process which starts with nominations from industry professionals. Nominees are then shortlisted and submitted to a panel of judges who decide the finalists in each award category.



Standard Chartered Bank *Malaysia*'s Aaron Loo, Head of Retail Banking (middle) and Ketan Amola, Head of Credit Cards Usage & Portfolio (right) with their RBI Trailblazer Award.

For more information on the awards, please visit: <http://www.arena-international.com/rbi/>

**### Ends ###**

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## **Note to Editors**

### **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 80,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. Our heritage and values are expressed in our brand promise, Here for good.

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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