

press release

FOR IMMEDIATE RELEASE

Standard Chartered Malaysia aims to grow its digital banking adoption rate to 65% of its client base

Kuala Lumpur, 12 June 2018 – Standard Chartered Malaysia is on track to fulfilling its strategy to become a digital, agile and lean bank.

The banking landscape is changing rapidly with digitally active customers doubling in Emerging Asia and growing 1.2 times in Developed Asia according to a 2018 study by McKinsey & Company on Asian banking in the age of the digital customer. Digital adoption rates of the Bank's online and mobile banking platforms have consistently increased over the years, with close to half of the Bank's clients performing their common banking transactions online. The Bank aims to grow its digital adoption rate to 65% by 2022.

The company also noted that the percentage of digitally active customers (those who use digital banking at least every fortnight and have made e-commerce purchases in the last six months) has grown significantly since 2014, doubling in Emerging Asia (to 25% of the population) and growing 1.2 times in Developed Asia (to 85% of the population).

Aaron Loo, Country Head of Retail Banking, at Standard Chartered Bank Malaysia says: "Technology is at the heart of the Bank's strategy – driving efficiencies, increasing automation, reducing manual errors and strengthening how we combat financial crime. This is driven by the desire to serve our clients more effectively and efficiently by giving them more convenience, choice and security. Clients can now perform their transactions in an instant with digital banking, transforming the entire client experience. Yet, when they need a helping hand they can also reach out to any of our branches for a more personalised experience. Our goal is to become a Digital Bank with a Human Touch."

In 2015, the Bank announced an investment of about USD3bn over three years in technology and systems across the Group. This investment was placed towards refreshing the Bank's products

and services for ease-of-use on digital platforms, developing intuitive solutions based on client feedback and simplifying processes to make things simpler, faster and better.

The Bank has recently launched a suite of digital banking services including:

- **Live Chat with the Bank's consultants anywhere, anytime** – A first-of-its-kind in Malaysia, clients can get instant answers in real-time using video chat, audio chat, or text chat on our website. This includes financial advice from wealth experts while enjoying the flexibility and convenience of banking from any location using their laptop or mobile devices
- **Touch ID login** – the Bank was the first in the country to use biometric security to access a complete suite of banking services on the Standard Chartered Mobile app. With just a touch of their registered fingerprint, clients can access their bank account balances, perform banking transactions such as payment and funds transfer and sending electronic cashier's orders at their convenience
- **Online service requests** – The most popular requests are made available online thereby removing the need for clients to walk into a branch including status enquiries, reporting a lost or stolen card, activating your credit card and viewing e-statements online
- **Update of personal details online** – Through the refreshed digital banking platform, the Bank has redesigned its interface to allow clients to view and update their record details easily through Online Banking and the Standard Chartered Mobile app.



Ends

For more information, please contact:

Nadia Khan
Manager, Communications
Standard Chartered Bank Malaysia
Tel: +603-2781 7352
Email: Nadia.Khan@sc.com

Geraldine Tan
Head, Communications
Standard Chartered Bank Malaysia
Tel: +603-2117 7821
Email: Geraldine.Tan@sc.com

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 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.

For more information please visit www.sc.com. Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).