

press release

Standard Chartered opens new concept branch with *human-centred* design at Takashimaya Shopping Centre



(From left to right) Senior Branch Manager Fiona Tan, Singapore Head of Retail Banking Andrew Chia, Regional CEO for ASEAN and South Asia Judy Hsu, Group CEO Bill Winters, Singapore CEO Patrick Lee and Singapore Head of Retail Banking Client Relationships Jeffrey Tan officiating the branch's opening.

19 February 2019, Singapore – Standard Chartered Bank (“the Bank”) today officially opened its flagship *human-centred* concept branch in Takashimaya Shopping Centre.

The branch opening was attended by Bill Winters, Group Chief Executive of Standard Chartered Bank, Judy Hsu, Regional CEO for ASEAN and South Asia, and Patrick Lee, the Bank’s Singapore CEO. Clients, guests and partners in attendance enjoyed delectable local drinks and canapes, and participated in a specially-commissioned virtual reality (VR) game on the future of banking and payments.

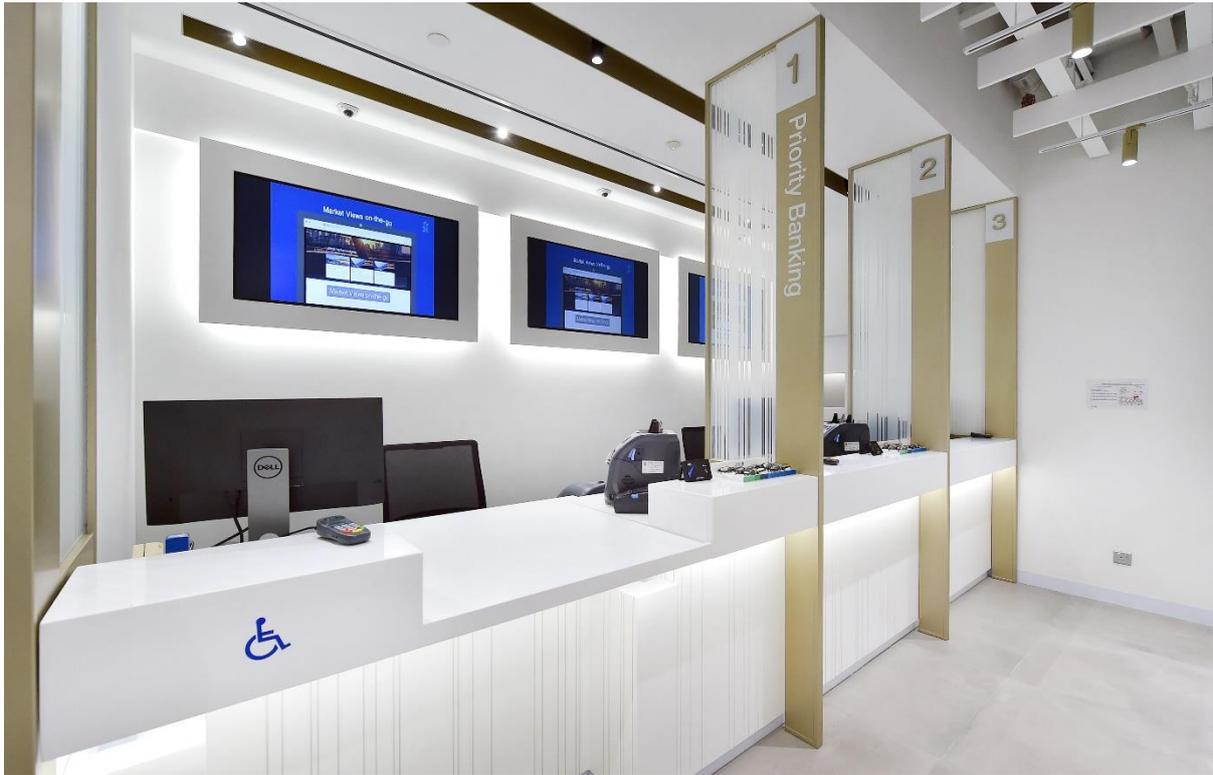


Judy and Bill receiving good wishes for the year from the lion dance troupe.

The branch, which services both personal and priority banking clients, was designed based on staff and client interviews across multiple markets and extensive research that showed branches remain a key client touchpoint for clients who prefer more personable services. Incorporating smart branch technology and inclusive design elements, the branch offers clients an efficient and convenient banking experience and preserves physical touchpoints as a complement to online and mobile.

Andrew Chia, Head of Retail Banking, Standard Chartered Bank Singapore, said:

“At Standard Chartered, we make it a priority to improve client experience by providing simpler, faster and better service. Our clients have increasingly shown a preference for digital banking, and this doesn’t change when they step into a branch. We have incorporated enhanced digital and self-service capabilities in our new branch at Takashimaya Shopping Centre, for instance, an automated Cash Bag Deposit machine for Business Banking clients, and added inclusive branch design elements, such as an accessible service counter. Both are ‘firsts’ for the Bank in Singapore.”



The new branch includes inclusive design elements, such as an accessible service counter (shown as counter 1 in the photo) that is height-adjustable.

Standard Chartered Takashimaya Shopping Centre branch is located at 391 Orchard Road, #B2-39, Takashimaya Shopping Centre, Ngee Ann City, Singapore 238872. It is open daily from 11am to 7pm.

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For more information, please contact:

Carol Alisha Chan
Corporate Affairs
Tel: +65 6596 9403
Email: Carol-HY.Chan@sc.com

Amanda Lee
Corporate Affairs
Tel: +65 6918 1080
Email: Amanda.Lee1@sc.com

About Standard Chartered

Standard Chartered Bank in Singapore is part of an international banking group, with more than 150 years of 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.

The Bank has a history of 160 years in Singapore, where we opened our first branch in 1859. In October 1999, we were among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to our business in the country.

Singapore is home to the majority of our global business leadership, our technology operations, as well as SC Ventures, our innovation hub. In 2013, the Bank transferred our Singapore Retail and SME businesses to a locally-incorporated subsidiary, Standard Chartered Bank (Singapore) Limited ("SCBSL"). In 2018, we announced our intention to fully consolidate our business operations in Singapore through the transfer of our Commercial Banking, Corporate & Institutional Banking and Private Banking businesses to SCBSL. SCBSL is one of the highest-rated banks globally: A by Standard & Poor's, Aa3 by Moody's Investor Services and A by Fitch Ratings.

In Singapore, we support both individual and corporate needs to build wealth and drive commerce at every step of their journey. We do this by offering an entire range of financial services across personal, priority and private banking as well as our business, commercial and corporate banking teams. The Bank has a network of 16 branches, 6 Priority Banking centres and 30 ATMs.