

press release

Standard Chartered Introduces Asia's First Digital Personalised Investment Tool for the Affluent in Singapore *Assisting RMs to provide relevant up-to-date investment ideas in a consistent manner*

15 November 2016, Singapore – Standard Chartered Bank (the Bank) today announced the introduction of a digital personalised investment tool that provides up-to-date investment ideas to clients in a consistent manner. A first for the retail banking industry in Asia, this new tool which the Bank's Relationship Managers (RMs) can utilise on an iPad, leverages the power of big data and advanced analytics to support them when advising clients, and thereby better equipping clients to make informed investment decisions in a timely manner. When designing the digital tool, the Bank took extra effort to personalise it by generating investment ideas using the client's risk profile and relevant investment holdings with the Bank. Its experienced RMs will follow up with further discussion on the client's individual financial needs and other holdings. It also has select model asset allocation profiles reflecting the typical investment patterns of Standard Chartered's clients in Singapore, which is the Bank's pilot market for the launch, and will be available in the next six months to RMs who serve Priority Banking clients.

This initiative is in line with the Bank's refreshed value proposition for its affluent clients. In Singapore, the emerging affluent and affluent have been identified as a key group of clients for the Retail Bank, and the Bank has seen strong year-on-year growth in Priority Banking, with a 34 per cent increase in new-to-bank clients in the first half of 2016.

With the introduction of this digital personalised investment tool, clients can look forward to more focussed discussions with their RM on investment ideas most relevant to them. By harnessing the Bank's Wealth Management expertise and combining it with leading technology, Standard Chartered is able to analyse a client's relevant investment holdings in a more efficient way, and generate actionable ideas in response to market changes. Each investment opportunity is prioritised so that clients can make the most critical adjustments to their portfolio based on Standard Chartered's wealth management house views. This in turn will enable clients to be more nimble when navigating the financial markets, and to make changes to their investment portfolio in an informed and transparent manner.

Judy Hsu, CEO, Standard Chartered Bank Singapore, said:

“Our vision is to be a digital bank with a human touch. The introduction of the digital personalised investment tool is a perfect example of the Bank’s efforts in enhancing our service to clients by using technology and, at the same time, taking into consideration each client’s profile.

What’s great is that it incorporates each client’s risk profile and relevant investment holdings. Together with the speed at which it can generate the relevant investment ideas and the consistency in quality of the investment ideas, we are delivering the most timely and appropriate wealth solutions to our clients.

Take for example, in the past, the RM would have to consolidate materials, research and market data from various sources before he would be able to develop a proposal that is suitable to the client’s needs. But with the new tool, RMs can provide quality advice instantly and in a consistent, objective manner. Clients can then make more informed decisions and respond quickly to capture opportunities. This is especially important in an increasingly volatile investment environment.”

Didier von Daeniken, Global Head of Private Banking and Wealth Management, Standard Chartered Bank, said:

“We are excited to be the first bank in Asia to offer our Priority Banking clients this new enhancement as part of our ongoing commitment to empower clients with our investment expertise.–As we strive to deliver even higher levels of service to our valued clients, we will continue to leverage technology as a key enabler and the knowledge built up around this pilot launch to evaluate similar opportunities across our global footprint.”

Digitisation is a top-of-mind agenda for the Bank. In 2015, the Bank announced that it will invest US\$3 billion into the Group’s technology infrastructure, and into strategic opportunities where the Bank has, or will create, a competitive advantage. Earlier this year, the Bank launched its digital “bank on an iPad” sales-and-service tool in eight new markets including Singapore. Standard Chartered is also the first bank in Singapore to launch Video Banking, a secure platform where clients can speak with agents through video, audio or live chat from the Bank’s website. Video Banking is an example of how the Bank is bringing a greater human touch to banking through innovative technology to meet clients’ demands for both greater convenience and personalised experiences.

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Note to Editors

Standard Chartered

We are a leading international banking group, with around 84,000 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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