



press release

SingPost partners Standard Chartered for its FIRST co-brand credit card

The card specially designed for online and supermarket shoppers

4 July 2012, Singapore – Standard Chartered and SingPost today announced the launch of the Standard Chartered SingPost Platinum Visa Credit Card. This is SingPost's first co-brand credit card, and is specially designed to cater to the needs of online and supermarket shoppers.

Cardholders can look forward to attractive rebates on online and supermarket purchases. The card offers 6% CashBack on purchases made at supermarkets in Singapore¹ and 2% CashBack on eligible online transactions and on SingPost's e-commerce portals, *vPOST* and *Clout Shoppe*. Cardholders can enjoy CashBack of up to S\$50 per month, as long as they achieve the minimum card spend of S\$500 on the card in the same month. This means that a cardholder can potentially earn up to S\$600 CashBack in a year if he fulfils the minimum card spend every month for that year. CashBack will be credited to cardholders on a monthly basis. In addition, the card also rewards those accessing other SingPost's products and services such as *SmartPac*, *Speedpost EMS* and self-storage services.

Subba Vaidyanathan, Regional Head of Retail Banking Products, Singapore and Southeast Asia, Standard Chartered Bank said: "We have noticed a steady increase in the volume of online and supermarket transactions made on our existing credit cards. This year alone, we have noticed a stable month-on-month increase of 7% in the number of online transactions, reflecting the increasing pool of e-commerce consumers.

¹ CashBack is earned for purchases at any supermarket in Singapore assigned with merchant category code number 5411. Supermarkets include Cold Storage, Marketplace, Shop N Save, NTUC Fair Price, Giant and Carrefour.

This card is both unique and relevant to the large number of price-savvy supermarket shoppers and the growing number of technologically-savvy consumers who are driven by value, and we are delighted to partner SingPost for this unique proposition.”

Loh Choo Beng, Executive Vice President (Retail & Financial Services), SingPost said, “We are always looking for ways to reward our loyal customers. We are pleased to partner Standard Chartered to create a product that provides a differentiated offering while aligning our focus to grow our e-commerce and e-fulfilment business.

It is a co-brand card that enhances our customers’ total experience and offers online and supermarket rebates. This gives customers a great and convenient way to enjoy savings, rewards and benefits while having different aspects of their lifestyle needs met.

To deliver increasing value to our customers, we will continue to seek new ways to reward them and meet their ever evolving needs.”

Catering to the increasing demand for e-commerce

The Standard Chartered SingPost Co-Brand Card is geared towards the increasing demand for e-commerce.

The Bank’s research revealed that the number of online transactions made by the Bank’s cardholders in 2011 increased by 52% from 2010. This trend is still ongoing, pointing to a strong and consistent growth in demand for online shopping. Since January 2012, the number of online spend completed has increased by an average of 7% each month.

High rebates for supermarket purchases

This card is also geared towards catering to the basic needs of consumers and offering high rebates of 6% for groceries purchased at supermarkets.

Research carried out by Visa in 2011 revealed that on the average, shoppers frequent about two supermarkets or hypermarkets a week in Singapore and that credit cards are shoppers’ most preferred payment choice. Key motivators driving credit card usage for shopping at supermarkets are rewards, loyalty programmes and convenience, 83% of shoppers are motivated by rewards and loyalty programmes.

Meranda Chan, Country Manager, Singapore and Brunei, Visa, said: “Our survey shows that consumers welcome card payment for groceries, as it offers greater convenience and is a more

rewarding way to pay. With that in mind, we are proud to work with Standard Chartered to offer cardholders a smarter way to pay for everyday goods.”

With this card, supermarket shoppers are rewarded based on their existing shopping habits.

The Standard Chartered SingPost Co-Brand Card is available from 4 July 2012. For more information, call 1800 788 3133 or visit standardchartered.com.sg/singpostcard.

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Note to Editor:

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank’s heritage and values are expressed in its brand promise, ‘Here for good’.

Standard Chartered has a history of more than 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group’s long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, auto loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 7,000 people in Singapore and has a network of 20 branches, 6 Priority Banking centres and 30 ATMs. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank’s global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

Key awards/achievements

Business

- Leading the way through product innovation, for example, MortgageOne, e\$aver, CashOne, Business Instalment Loan, Business\$aver, FamilyLink, LinkOne & Visa Infinite
- First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer
- Best Deposit Product in Asia Pacific and Gulf States - Xtra\$aver (Asian Banker Journal - 2007)
- Best in Singapore (Structured Products Asia – 2008)
- Deal of the Year in Singapore (The Banker – 2008)
- Best Bank in Singapore (The Asset – 2009)
- Best Debt House in Singapore (The Asset - 2007, 2008, 2009, 2010)
- Best Trade Finance Bank in Singapore (Global Finance – 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News – 2009, 2010)
- Singapore Capital Markets Deal of the Year (IFR Asia – 2009)
- Retail Bank of the Year (Asian Banking and Finance – 2007, 2008)
- Best Branch Initiative - Vivo City branch (Asian Banking and Finance – 2007, 2008)
- Best Self-Service Initiative - Online banking (Asian Banking and Finance – 2008)
- Best Core Banking System Initiative - Virtual banking relationship centre (Asian Banking and Finance – 2008)
- Best Consumer Internet Bank, Singapore (Global Finance – 2010, 2011)
- Best Corporate/ Institutional Internet Bank in Singapore (Global Finance – 2010)
- Best Project Financing, Singapore (Asiamoney – 2010)
- Best Singapore Deal (FinanceAsia – 2010)
- Best Singapore Deal at the Islamic Finance Awards 2010 (The Asset – 2010)
- Country Deal of the Year, Singapore (Asiamoney – 2011)
- Best Payments Product – Pay Any Card (The Asian Banker – 2011)
- Service Excellence Award, Best in Category – Breeze (Banking and Payments Asia – 2011)

Corporate / Sustainability

- Best Corporate and Employee Citizenship Award (HRM – 2008, 2009)
- Leader in HR practices (Singapore HR Awards)
 - *Learning and Human Capital Development (2009, 2010)*
 - *Talent Management, Retention and Succession Planning(2009, 2010)*
 - *Performance Management (Special Mention) (2009, 2010)*
 - *Regional/International/Global HR practices (Special Mention) (2009, 2010)*
 - *Corporate Social Responsibility (2009, 2010, 2011)*
- Best Graduate Development Practices and Fair Employment Practices (HRM – 2010)
- President's Social Service Award 2008
- National Volunteerism and Philanthropy Centre Corporate Citizen Award for Volunteerism 2009
- Silver Award for Best Community Programme (Global CSR Award 2010)
- Special Commendation Prize for Learning and Talent Development (Asian Human Capital Award 2010)

About Singapore Post Limited

(Reg. No. 199201623M)

Singapore Post Limited (SingPost) is a leading provider of mail, logistics and retail solutions in Singapore and the Asia Pacific region. It is the designated Public Postal Licensee (PPL) for Singapore providing domestic and international postal services as well as end-to-end mail solutions such as data printing, letter-shopping, delivery and mailroom management. As a logistics provider, SingPost offers domestic and international door-to-door delivery services, including express delivery (*Speedpost*) along with warehousing, fulfilment and distribution services. SingPost owns one of the largest retail distribution networks in Singapore with its extensive tri-channel network of post offices, Self-service Automated Machines (*SAM*) and the online shopping and shipping portal *vPOST*. SingPost was listed on the Main Board of the SGX-ST on 13 May 2003. The company has won many awards and accolades. It is the only postal company in the world to have won the Express Mail Service (EMS) Cooperative Certification Gold Level Award by the Universal Postal Union for its *Speedpost* Worldwide Courier Service for 11 consecutive years since 2001. It was also named runners-up in the “Most Transparent Company Award 2011” for the sixth consecutive year in the SIAS Investors’ Choice Awards. For more information, please visit www.singpost.com.

Standard Chartered SingPost Platinum Visa Credit Card Fact Sheet

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| Name of Credit Card: | <p>Standard Chartered SingPost Platinum Visa Credit Card</p>  <p>The image shows a black Standard Chartered SingPost Platinum Visa Credit Card. It features the Singapore POST logo in the top left, the Standard Chartered logo in the top right, and the Visa Platinum logo in the bottom right. The card number 4300 9206 0123 4567 is embossed in the center. Below the number, it says 'MEMBER SINCE 07/12' and 'GOOD THRU 07/17'. The name 'DARYL TAN' is embossed at the bottom left.</p> |
| Unique Value Proposition : | <p>The card that gives you more savings on your online and supermarket purchases.</p> <p>The new Standard Chartered SingPost Platinum Visa Credit Card lets you enjoy attractive discounts and CashBack* on your eligible online and supermarket purchases.</p> |
| CashBack* Offer on the Card | <p>Simply charge S\$500 and above to your card each month to enjoy CashBack (up to S\$50) on any of the following:</p> <ul style="list-style-type: none"> • 6% CashBack on purchases at supermarkets in Singapore assigned with merchant category code number 5411, including Cold Storage, Marketplace, Shop N Save, NTUC Fair Price, Giant and Carrefour • 2% CashBack for eligible online transactions • 0.25% CashBack on other eligible retail purchases |
| Privileges at Clout Shoppe[†] www.cloutshoppe.com | <ul style="list-style-type: none"> • 8% discount off <i>Clout Shoppe</i>'s purchases (with minimum spend of S\$200 in a single receipt) • Be among the first to know about <i>Clout Shoppe</i>'s monthly flash sale • VIP preview to <i>Clout Shoppe</i>'s private sale events and discount vouchers |
| Discounts at vPOST[†] www.vpost.com.sg | <ul style="list-style-type: none"> • S\$20 off first shipment for the first 100 new <i>vPOST</i> customers every month (until 31 Dec 2012) • 15% off subsequent shipments (until 30 Sep 2013) • 50% off repacking service |
| Standard Chartered EasyPay Instalment Plan | <ul style="list-style-type: none"> • 0% interest instalments for <i>vPOST</i> or <i>Clout Shoppe</i> transactions (payable monthly over a period of 6 or 12 months) at a one-time processing service fee of 3%[#] |
| Discounts at SingPost[†] | <ul style="list-style-type: none"> • 15% off <i>Speedpost EMS</i>' published rates for packages • 5% off <i>SmartPac</i> (minimum three pieces) • 25% off <i>Self Storage Solutions</i> |

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| | <ul style="list-style-type: none"> • 10% off thematic <i>MyStamp</i> collections and premium gifts |
| Additional benefits as a Standard Chartered Cardholder | <ul style="list-style-type: none"> • Live The Good Life™ every day Discover over 1,000 great deals islandwide from dining offers to shopping, travel and lifestyle benefits. • Bank on-the-go with Breeze Breeze is mobile banking made easy. Now available on iPhone, iPad and Android mobile phones. • 24/7 Online Banking Make payment to over 360 participating billing organisations as well as view account information and perform funds transfers with our Online Banking services. |
| Annual Fees | <ul style="list-style-type: none"> • S\$180; waived for the first two years for principal card. • All supplementary cards are free for life. Up to five supplementary cards allowed. |

***Summarised version of Standard Chartered SingPost Platinum Visa Credit Card Rewards Programme Terms and Conditions**

1. To qualify for CashBack for any month, you must charge a minimum amount of S\$500 to the Standard Chartered SingPost Platinum Visa Credit Card within that month ("Minimum Card Spend"). Maximum CashBack awarded for any month is capped at S\$50 per principal card account. CashBack accrued for any month will be reflected and credited to the principal card account in the next month.
2. You can earn CashBack of (a) 6% on purchase at any supermarket in Singapore assigned with merchant category code number 5411, (b) 2% on any online transaction identified by us as an online transaction based on codes assigned by Visa, (c) 2% on purchase at *Clout Shoppe* or *vPOST*, and (d) 0.25% on other retail purchase that is not excluded as a Qualifying Retail Transaction (collectively, "Qualifying Retail Transactions").
3. The following will not qualify as Qualifying Retail Transactions, and/or be taken into consideration when determining if the Minimum Card Spend has been fulfilled: (a) cash advance, (b) fees and charges, (c) balance or funds transfer, (d) monthly instalment of an EasyPay transaction, (e) any amount charged to your card that is subsequently cancelled, voided, refunded or reversed, (f) recurring payments or payments made using Standard Chartered Online Banking, (g) AXS or ATM transactions, (h) amounts rolled over from preceding months' statements, and (i) any other charge, fee, transaction or payment as we may stipulate from time to time.
4. Card spend made by you and your supplementary cardholders will be counted towards fulfilment of the Minimum Card Spend and/or qualify to accrue CashBack on the principal card account. However, supplementary cardholders are not eligible to receive the CashBack.
5. CashBack awarded on Qualifying Retail Transactions is based on the dates when these transactions were posted to your SingPost card account (and your supplementary cardholder's SingPost card account (if applicable)). Minimum Card Spend is considered fulfilled for any month if the transactions relating to such Minimum Card Spend were posted to your SingPost card account (and your supplementary cardholder's SingPost card account (if applicable)) before the end of that month.
6. We may at any time vary, revise or change any terms and conditions at our sole discretion.

Standard Chartered SingPost Platinum Visa Credit Card Rewards Programme Terms and Conditions apply. Please also read our Customer Terms, Credit Card Terms, and Important Information Document issued for this product. Visit our website for the full terms and conditions and the CashBack mechanics.

†Summarised Version of vPOST, Clout Shoppe, and SingPost Terms and Conditions

1. All offers are valid from 28 June 2012 to 27 June 2013 unless otherwise stated. All payments must be charged to the SingPost Platinum Visa Credit Card to enjoy the offers, unless otherwise stated. Offers are not valid with other promotions, discounts, vouchers and cards, unless otherwise stated. Where applicable, offers and vouchers are available while stocks last. Offers are subject to the terms and conditions of the respective merchants. The Bank, SingPost and the respective merchants reserve the right to vary the terms and conditions governing the offers at any time.
2. *vPOST* discounts: The S\$20 discount off the first shipment applies only to first-time customers and only available for the first 100 *vPOST* customers per month. All stated *vPOST* shipment discounts are valid only for *vPOSTUSA*, *vPOSTJAPAN* and *vPOSTEUROPE* shipments, excluding fuel surcharges.
3. SingPost discounts: The 25% discount off *Self Storage Solutions* is only applicable to the payment of rental charges and is not valid for any other purchases or charges. The 15% discount off *Speedpost EMS* (Package) is valid for *Speedpost EMS*' published rates only and does not apply to the payment of *EMS Saver Box*, *SaverPac Prepaid*, fuel surcharges or any other promotional items. The 5% discount off *SmartPac* is subject to a minimum order of three pieces.

4. *Clout Shoppe*: The 8% discount off *Clout Shoppe*'s purchases is subject to a minimum spend of S\$200 in a single receipt and is not applicable to final mark-down items. A delivery charge of S\$6 is applicable for local purchases of less than S\$150 and delivery within Singapore. Discount vouchers are available only for certain private *Clout Shoppe*'s sale events.

Please visit our website and the respective merchant's website for the full Terms and Conditions.

^Merchants named are for illustration purposes and are neither partners nor participating merchants of this programme.

Application is subject to processing time and our approval. EasyPay Instalment Plan Product Terms apply.