



press release

FOR IMMEDIATE RELEASE

Standard Chartered and Tigerair launch innovative “Upfront Rewards” credit card

Exclusive travel perks to come with Singapore’s only no-frills airline credit card

2 October 2013, Singapore – Standard Chartered and Tigerair today announced the launch of the Standard Chartered Tigerair Platinum Credit Card, Singapore’s only no-frills airline credit card. It is the only credit card in Singapore that offers upfront rewards on an ongoing basis, whereby customers can redeem air tickets and enjoy other travel perks even before they start spending on the card.

Innovative “Upfront Rewards”

The “Upfront Rewards” plan allows cardholders to receive their air ticket even before they have started spending on the card. All cardholders need to do is spend S\$5,000 after claiming their ticket. There is no limit to the number of tickets that cardholders can receive, as long as they fulfil the spending requirement after claiming each ticket.

On top of that, when applying for the card, customers are entitled to an additional ticket when they select the “Upfront Rewards” plan.

The free air tickets are inclusive of tax and other surcharges, and are valid for one-way travel from Singapore. Customers will get to choose from 11 of Tigerair’s most popular regional destinations, namely Bangkok, Hat Yai, Ho Chi Minh City, Jakarta, Krabi, Kuala Lumpur, Medan, Penang, Pekanbaru, Phuket, and Surabaya.

With other airline rewards programmes it will take three times more credit card spending to redeem a free flight. The card also offers cardholders the option of a conventional rewards programme if the cardholder is enrolled in the “Future Rewards” plan.



Beyond rewards, cardholders also get to enjoy a complimentary suite of travel perks for all Tigerair flights booked with their card. Travel perks include benefits such as *boardme* first priority boarding, advance seat selection, additional check-in baggage allowance (from 20kg to 25kg) as well as a free *Stripes* membership worth S\$29.95 which allows cardholders access to fantastic fare deals ahead of the general public. Other benefits for cardholders include access to over 1,000 Standard Chartered dining deals and retail discounts.

Catering to an untapped segment

The Bank's research reveals that travel-related spending on credit cards have grown by at least 35 per cent as compared with the same period last year. In addition, spending on no-frills airlines has increased by about 20 per cent.

This credit card has been specially designed for value-conscious leisure travellers who want to get flights just by charging their everyday spending on the card.

Som Subroto, Regional Consumer Banking Head of Standard Chartered Bank, Singapore & South East Asia and CB Head of Standard Chartered Bank Singapore, said:

“Our focus has always been to deliver innovative, first-in-market offerings which are customer-centric. We have carried out research which clearly indicates that travel-related spends and spends on no-frills airlines have increased. This credit card would suit value-conscious travellers in Singapore perfectly. In addition, this is the only no-frills airline credit card in the Singapore market offering value-conscious travellers an exclusive suite of complimentary travel perks. To sweeten the deal, we are offering customers Singapore's first “Upfront Rewards” programme on this card where customers are rewarded even before they spend.”

Koay Peng Yen, CEO of Tiger Airways Holdings (“Tigerair”), said:

“The launch of the Standard Chartered Tigerair Platinum Credit Card today marks an important milestone, and a great start to our 10th year in business. Tigerair is all about empowering our customers to accumulate great travel



experiences and memories, and this new credit card is aimed at delivering part of that promise. We treasure our customers, and the rewards programme is an opportunity to extend our appreciation, and recognise them for their loyalty. We hope that more of our customers will get to enjoy new travel experiences with Tigerair.”

- Ends -

For more information, please contact:

Carol Alisha Chan
Standard Chartered Bank
DID: +65 6596 9403
Email: Carol-HY.Chan@sc.com

Zeke Gao
Tigerair
DID: +65 6422 2388
Email: mediarelations@tigerair.com

Notes to the 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.



About Tigerair

Tigerair, established in 2004, is a leading Singapore-based no-frills carrier that offers affordable travel options and a seamless customer experience.

Tigerair comprises four airlines, namely Tigerair Singapore, Tigerair Mandala, Tigerair Philippines, and Tigerair Australia. Collectively, the Group's network extends to over 50 destinations across 13 countries in the Asia Pacific. As at 31 August 2013, Tigerair operates a fleet of 48 Airbus A320-family aircraft, averaging less than three years of age.

Tigerair empowers travellers to explore new destinations, and accumulate memorable experiences, by offering an increased network of destinations. It is also committed to maintaining the highest standards of safety, security and reliability. For more information, please visit www.tigerair.com

Standard Chartered Tigerair Platinum Credit Card Fact Sheet

Name of Credit Card:	<p>Standard Chartered Tigerair Platinum Credit Card</p> 
Unique Value Proposition :	<ul style="list-style-type: none"> • The only credit card offering the value conscious traveller unlimited number of tickets with no hidden charges. • The only card in Singapore offering 'Upfront Rewards', where cardholders are rewarded even before they spend • Only airline credit card to offer immediate flight perks on every booking made with the card
'Upfront Rewards*'	<ul style="list-style-type: none"> • Receive an all inclusive one-way Tigerair ticket upfront with the agreement to spend S\$5,000 within 12 calendar months • If a recurring Upfront Rewards plan is selected, cardholders will continue to receive an all inclusive one-way airline ticket in advance of every S\$5,000 spend. There is no limit to the number of one-way Tigerair tickets offered. Customers have up to 12 months to spend S\$5,000 on the card • New card applicants receive a bonus one-way Tigerair ticket upfront upon approval
Card privileges	<ul style="list-style-type: none"> • Cardholders are entitled to the following complimentary Tigerair privileges[†]: <ul style="list-style-type: none"> – Priority boarding (boardmefirst) – Advance standard seat selector – Luggage Upsize from 20kg to 25kg – 'Stripes' membership for priority access to fantastic fare deals ahead of the general public • Access to over 1000 Standard Chartered dining deals and retail discounts with The Good Life • Cardholders are also given the option to choose the

	traditional credit card rewards plan, where each S\$1 spent earns them one point for redemption of gifts, including all inclusive one-way Tigerair tickets
Ticket Details / Conditions	<ul style="list-style-type: none"> • Each ticket is in the form of an e-voucher for use on the Standard Chartered Tigerair Credit Card booking portal found at the Tigerair Singapore website • Each e-voucher will be automatically sent to the cardholder's Online Rewards account and is valid for a one-way ticket and for travel out of Singapore only • The ticket is valid for any of the following 11 destinations: Bangkok, Hat Yai, Ho Chi Minh, Jakarta, Krabi, Kuala Lumpur, Medan, Pekanbaru, Penang, Phuket and Surabaya • The ticket is inclusive of taxes, charges and have no blackout dates • The ticket is for a specific fare class and is subject to flight availability
Who can apply:	<ul style="list-style-type: none"> • Normal credit card approval process applies
Annual Fees:	<ul style="list-style-type: none"> • S\$180; waived for the first two years for the principal card • Free for each supplementary card (up to five cards)
Supplementary Card:	<ul style="list-style-type: none"> • A customer can apply up to five supplementary cards • Spend on all supplementary cards contribute to total spend accumulation on the principal card

*If you select the UR plan, you will receive one e-voucher upfront and you must fulfill the spend requirement of \$5,000 charged to your Standard Chartered Tigerair Platinum Card ("Card") on qualifying transactions within 12 continuous calendar months from the Card opening date or renewal of the plan (as the case maybe) ("UR spend requirement"). For a limited time only, receive a second e-voucher if your Card is approved before 31 January 2014. Standard Chartered Tigerair Credit Card Sign-up E-voucher Promotion Terms and Conditions apply. Visit our website for full terms and conditions. If you do not fulfill the UR spend requirement or terminate the plan before fulfilling the UR spend requirement, a \$100 fee will be charged to your Card whether you have obtained or used your E-voucher. If you have selected a UR Plan, it will automatically be renewed in accordance with our terms unless you notify us in advance to terminate the plan. You are also not eligible for 360^O Rewards Points or Relationship Rewards on your Card under the UR plan.

†The exclusive Tigerair privileges are subject to Tigerair's terms and conditions. To enjoy the privileges, you must use the e-vouchers or purchase air tickets directly from Tigerair using the Card by logging on to the Booking Portal at www.tigerair.com.