

press release

Standard Chartered Bank and The Walt Disney Company Announce A New Corporate Alliance – the Exclusive Standard Chartered MARVEL ATM Card

Four MARVEL-themed ATM cards combine cool characters with stylish designs

Hong Kong, 8 May 2017 – Standard Chartered Bank and The Walt Disney Company today announced a new corporate alliance agreement that will introduce the first co-branded ATM card between the two companies in Hong Kong – the Standard Chartered MARVEL ATM Card. The card features four unique card designs that combine stylish looks with classic characters from MARVEL, one of The Walt Disney Company’s most popular franchises.

The Launch Ceremony

Announced at a launch ceremony held at the lobby of Standard Chartered Bank Building, the new alliance agreement also brings fantastic privileges to Standard Chartered Bank’s clients.

Iron Man, one of the most iconic MARVEL Super Heroes, also appeared at the ceremony to greet fans and invite them all to visit Hong Kong Disneyland to experience the first MARVEL-themed ride, joining him on an epic high-flying adventure across Hong Kong.

Officiating today’s ceremony and unveiling the Standard Chartered MARVEL ATM Card were **Mary Huen**, Chief Executive Officer, Hong Kong of Standard Chartered (Hong Kong) Limited and **Kerwin Lo**, General Manager, The Walt Disney Company, Hong Kong.

“Following our successful corporate alliance with Hong Kong Disneyland Resort, which now spans across seven Asian markets in our footprint, the collaboration between Standard Chartered Bank and The Walt Disney Company is another important milestone for the bank. The Standard Chartered MARVEL ATM Card is the first of our new collaboration, and we will be looking to feature other Disney-themed promotions in the near future. The fabulous privileges and client experiences offered by Standard Chartered Bank appealing to a clientele will bring unrivalled results for this alliance,” said **Mary Huen, Chief Executive Officer of Standard Chartered Hong Kong.**

Since the opening of Hong Kong Disneyland Resort in 2005, Standard Chartered Bank has been providing banking services as the official bank sponsor of the resort. The alliance relationship provides Standard Chartered Bank with the exclusive rights to leverage Hong Kong Disneyland Resort’s creative assets for the design and production of marketing materials and premiums to support the launch of the highly popular “My Dream Account” in Hong Kong. In 2016, the corporate alliance was further strengthened in Hong Kong and extended to six other Asian markets, including Singapore, South Korea, Taiwan, Malaysia, Indonesia and Vietnam.

“Disney prides itself on providing one-of-a-kind, innovative, world-class experiences to guests,” said **Kerwin Lo, General Manager, The Walt Disney Company, Hong Kong.** “Through our movies, merchandise, television and parks and resorts, we connect fans with their favorite characters and immerse them in their favorite stories. Our corporate alliance with Standard Chartered Bank will offer our fans another unique opportunity to connect with their favorite characters.”

Four MARVEL-themed cards that combine cool characters with stylish designs

The Standard Chartered MARVEL ATM Card is the first ATM card series launched by Standard Chartered Bank that features Marvel-themed designs. Four unique card designs (Picture 1) combine classic MARVEL elements with stylish layouts, featuring the heroic Iron Man’s helmet, the portrait of Iron Man’s signature pose, Captain America’s shield, and the distinguished logo of the Avengers, enticing all MARVEL fans as collectible items.



(Picture 1) The four designs of the Standard Chartered MARVEL ATM Card

More fantastic offers

Clients who apply for the Standard Chartered MARVEL ATM Card on or before 31 July 2017 will be eligible for MARVEL Collection Gifts (Picture 2) and year-round shopping and dining privileges at designated shops:



(Picture 2) MARVEL Collection Gifts

- Front: (Left) MARVEL 1:6 scale Iron Man Image MARK XLV Collectible Figure – by Hot Toys;
(Middle) MARVEL Iron Man Image M46 Bluetooth Mini Speaker;
(Right) MARVEL Captain America Image Power Bank 7800mAh Bluetooth Speaker;
- Back: (Left) MARVEL Captain America Image 20' Suitcase – by Samsonite;
(Middle) MARVEL Iron Man Image 26' Suitcase – by Samsonite;
(Right) MARVEL Cosbaby Image Umbrella – by Hot Toys

For more exclusive privileges information, please visit www.sc.com/hk/MarvelATMCard, or call (852) 2282-2313

Photos download: <https://app.box.com/s/pbs2063s2fse7zzzo2w4n8gh3zt2txeq>

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About Standard Chartered

We are a leading international banking group, with around 80,000 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.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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](#).

About The Walt Disney Company

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with the following business segments: media networks, parks and resorts, studio entertainment, interactive media and consumer products. In September 2005, Disney opened Hong Kong Disneyland Resort, the company's first theme park and resort in China, and in 2017 opened its first-ever Marvel-themed ride at a Disney park. Disney is a Dow 30 company with revenues of USD\$55.6 billion in its most recent fiscal year. For more information, please visit <http://www.thewaltdisneycompany.com>.

About Marvel Entertainment, LLC

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-six years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit www.marvel.com. © 2017 MARVEL

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