



## Press Release

# Standard Chartered launches SC Invest: a new fund investment platform targeting the wealth management needs of emerging affluents

**13 August 2025, Hong Kong – Standard Chartered Bank (Hong Kong) Limited** (“Standard Chartered Hong Kong”) announces the launch of an easy-to-use fund investment platform, SC Invest, addressing the pain points of young emerging affluent clients. The platform simplifies the fund investment process, offering four foundational portfolios curated by the Bank’s Chief Investment Office. It features low investment entry thresholds and zero fees. Clients can complete account opening and fund subscription in just three steps, making it easy and convenient to invest in globally diversified assets to grow their wealth over the long term.

**Alson Ho, Head of Wealth Solutions, Standard Chartered Hong Kong**, said, “Standard Chartered has always offered a full range of wealth solutions to meet the financial needs of clients with different wealth levels and risk preferences. In the first half of this year, our digital wealth solutions revenue grew by 1.2 times year-on-year, accelerating compared to the growth rate of the previous year. Among our various client segments, we have observed significant unmet potential for digital wealth solutions that support emerging affluent clients. SC Invest, with its low minimum investment requirements and thoughtfully designed portfolios, addresses the investment pain points of the emerging affluent segment, while helping the Bank to enhance our wealth solutions penetration, expand the client base, and achieve the goal of a client continuum, aligning with our affluent strategy from the Group.”

SC Invest, as a curated fund investment platform, allows clients to subscribe with as little as HKD 100. Moreover, there are no subscription fees, redemption fees, or platform fees for any transactions, which makes fund investment easier for beginners. SC Invest offers four foundational investment portfolios, catering to different financial goals. Each portfolio invests in over 20 exchange-traded funds and funds, helping emerging affluent clients invest in globally diversified portfolios, spread risk, and easily accumulate wealth.

**Features of SC Invest Fund Investment Platform:**

Investment Amount	\$100 and above
Fees	0% subscription fee, 0% redemption fee, 0% platform fee for all transactions
Fund Selection	Four foundational investment portfolios curated by the Chief Investment Office (named “Cash+”, “Income”, “Balanced”, and “Growth”), each investing in over 20 exchange-traded funds and funds across various regions and asset classes.

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**Standard Chartered**

We are a leading international banking group, with a presence in 54 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.

Standard Chartered PLC is listed on the London and Hong Kong stock exchanges.

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.

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