



Press release

Standard Chartered Hong Kong launches e-commerce financing solution

- In partnership with Linklogis, new offering will streamline lending process for SMEs using real-time transaction data from Amazon
- Offering up to USD 1 million of overdraft facility to each eligible SME

10 May 2024, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered Hong Kong”) today announced its collaboration with **Linklogis**, a leading supply chain finance technology solution provider, for the development of tailored lending solutions to support small and medium-sized enterprises (SMEs) in their e-commerce endeavours.

Through this collaboration, Standard Chartered Hong Kong will gain access to real-time Amazon data from Linklogis, provided with consent from clients, on relevant metrics such as merchants' sales performance and refund rates. This data will help Standard Chartered Hong Kong maintain a holistic and up-to-date view of a merchant's business performance for credit assessments, thereby streamlining the extension of appropriate credit facilities. Since the Amazon platform data will be used, Standard Chartered Hong Kong's SME clients who are selling on Amazon's platform can expect faster loan application processes with less physical documentation needed. Eligible SMEs can be offered up to USD1 million of overdraft facility.

To empower SME clients to grasp growth opportunities, Standard Chartered SME Banking is hosting a SME seminar “Empowering your e-commerce performance with strategic financial solutions” (“the SME Seminar”) today. The event brings together a range of industry experts to provide local SMEs operating in the e-commerce sector with the latest insights.

Officiating at the SME Seminar kick-off ceremony, **Stephen Man, Head of Wealth and Retail Banking, Standard Chartered Hong Kong**, said “SMEs constitute a significant part of Hong Kong's economy and are an important client segment for the bank. As the banking partner to this business community we hope to grow with our clients and meet their needs around digital transformation for the new economy. That's why we are joining forces with Linklogis, to launch an e-commerce financing solution for SMEs, leveraging their commercial data on Amazon to streamline the loan application process. This will enable clients to quickly and efficiently access financing to support a sustainable business growth.”

"Today's SME Seminar is a great opportunity to share valuable insights with e-commerce merchants in Hong Kong as well as announce our collaboration with Linklogis," said **Winnie Tung, Head of SME Banking, Standard Chartered Hong Kong**. "With the global e-commerce market expected to total USD6.3 trillion in 2024, SMEs are constantly seeking flexible financing solutions that enable them to grow. Our newly launched e-commerce lending solution offers up to USD1 million of overdraft facility with no bank statement and collaterals needed, enabling our SME clients to scale up their operations and competitiveness for more business opportunities."

SME clients who get approved under Standard Chartered Hong Kong's latest e-commerce lending solution on or before 30 September 2024 can enjoy HKD5,000 in shopping vouchers. In addition, an extra HKD1,000 cash rebate may also be enjoyed by e-commerce merchants who open a business account with Standard Chartered Hong Kong on or before 30 September 2024 and maintain deposits of USD500,000 or above for 6 months starting from the account opening date.

"To borrow or not to borrow? Borrow only if you can repay!"

-ENDS-

Photo 1



Mary Huen, CEO, Standard Chartered Hong Kong (centre), **Stephen Man**, Head of Wealth and Retail Banking (left) and **Carmen Chu**, Executive Director, Banking Supervision, The Hong Kong Monetary Authority (right) officiate at the opening ceremony of the Standard Chartered SME Seminar.

Photo 2



The SME seminar featured panel discussions and interactive sessions with experts from relevant industries, including (from left to right) **Ivy Tse**, Co-CEO and Co-Founder, FreightAmigo Services Limited; **James Li**, Vice President of Linklogis Inc & CEO, Linklogis International Company Limited; **Kelvin Lau**, Senior Economist, Greater China, Global Research, Standard Chartered Hong Kong; **Stephen Man**, Head of Wealth and Retail Banking, Standard Chartered Hong Kong; **Mary Huen**, CEO, Standard Chartered Hong Kong; **Carmen Chu**, Executive Director, Banking Supervision, The Hong Kong Monetary Authority; **Winnie Tung**, Head of SME Banking, Standard Chartered Hong Kong; **Stanley Lee**, President, E-commerce Association of Hong Kong; and **Stephanie Chen**, Shenzhen Region Development Team Leader, Amazon Global Selling.

Standard Chartered

We are a leading international banking group, with a presence in 53 of the world's most dynamic markets and serving clients in a further 64. 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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