



# Press Release

## **Standard Chartered enhances affluent client experience through Priority Private proposition**

*First Hong Kong Priority Private Centre now open in K11 ATELIER Victoria Dockside offering exclusive experience and unparalleled privileges*

**22 February 2021, Hong Kong** – Standard Chartered Bank (Hong Kong) Limited (“the Bank”) announced the opening of its first Priority Private Centre in Hong Kong as part of its continued efforts to enhance the client experience for its Priority Private clients. Designed for HNWIs (High Net Worth Individuals) with assets under management (AUM) of HKD8 million or above, Priority Private offers a comprehensive suite of wealth solutions, luxury lifestyle privileges that are traditionally only available in the private banking space, and personalised service through dedicated Relationship Managers (RMs) and financial experts.

To cater to the sophisticated wealth management needs of HNWIs, Priority Private clients who sign up as Professional Investors can unlock the full benefits of Priority Private and enjoy an expanded product suite that covers wealth lending, debt securities, a more diversified choice of investment funds, as well as insurance savings and protection solutions. These come with access to a team of the most experienced RMs in the Bank, backed by seasoned investment advisors, insurance specialists and treasury specialists.

**Mary Huen, CEO, Hong Kong**, said, “Asia Pacific has the world’s highest number of high net worth individuals at 6.5 million people. They have a combined financial wealth of USD22.2 trillion which is also the highest net worth globally. Hong Kong and China HNWIs are growing at the fastest pace and represent the biggest increase in demand for value-added financial services. One of the Bank’s focus areas has always been the affluent segment, where we currently have a strong position with significant market presence. Our well-established capabilities in wealth management and digital solutions, together with the experience we have gained over many years in serving affluent clients give us unique competitive strengths in the marketplace. The opening

of our first Priority Private Centre is a testament to our continued commitment to serve our affluent clients in Hong Kong.”

**Lay Choo Ong, Head of Consumer, Private and Business Banking, Hong Kong**, said, “As our clients have become increasingly affluent, there is a large group of affluent clients sitting between the private banking and mass affluent space that are underserved. Priority Private segment is designed to address the financial needs of these HNWIs. We have translated our understanding of their needs into a wealth-led proposition and dedicated service model, supported by a highly experienced team of banking and financial experts together with bespoke lifestyle privileges. The opening of the Priority Private Centre will strengthen our proposition even further. Over the last year, our Priority Private client portfolio and total AUM have each experienced double-digit growth.”

The K11 ATELIER Priority Private Centre, with a gross floor area of over 8,800 sq. ft., is located at the waterfront with a 270-degree harbour-view. Offering a top-class and comfortable environment where clients can have private conversations with their RMs and financial experts, the Centre also provides a cozy lounge where clients can bring their families to enjoy complimentary refreshments from Artisan Lounge, an elegant, innovate and sophisticated dining concept strategically located in the Opera Theatre of K11 MUSEA and other renowned brands.

**Priority Private clients can enjoy a host of unparallel wealth and lifestyle privileges:**

- Access to exclusive wealth management seminars and webinars, where clients can enjoy interactive sharing from industry investment leaders on global market outlook
- Innovative wealth platform PII (Personalised Investment Ideas) that offers tailored investment ideas from client’s perspectives based on their latest investment, cash holdings and risk profile with reference to the Bank’s house views
- Access to the Bank’s My RM, a secure digital tool that enables clients to interact with their Relationship Manager remotely and seamlessly
- Enhanced International Banking services including free international remittance services and global access to Priority Private Centres across Standard Chartered network etc.
- Mortgage Express Queue & Preliminary Approval Service
- Exclusive gourmet privileges in selected premium outlets as well as unique brand event experiences at K11 MUSEA
- Priority Private Concierge service and dining offers from top Michelin-starred restaurants from around the world

To find out more about Priority Private: <https://www.sc.com/hk/priority-private/>

To download photos: <http://fingertips.hk/download/Priority-Private-Photos.zip>

Captions:



(From left) Mary Huen, CEO, Hong Kong and Lay Choo Ong, Head of Consumer, Private and Business Banking, Hong Kong, unveiled the Priority Private Centre at K11 ATELIER Victoria Dockside.



The Priority Private Centre comes with a spacious lounge where clients can relax while taking in



the spectacular Victoria Harbour view.

The Priority Private Centre, which provides a superior service and a total banking experience to suit the lifestyle of affluent clients, set a new service standard for the industry.

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## Standard Chartered

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets and serving clients in a further 85. 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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