

press release

For immediate release

Standard Chartered opens Priority Banking Centre in NT North to address the needs of local and cross-border affluent clients

***Collaborating with Prudential Health Assessment Centre
to provide one-stop insurance services***

19 July 2016, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”) celebrated the opening of its Hong Kong North Priority Banking Centre in Sheung Shui Landmark North today. This is the Bank’s first Priority Banking Centre and International Banking Centre in NT North District, and is customised to address the financial needs of the local and cross-border affluent clients. For a truly unique banking experience, this Priority Banking Centre features an innovative collaboration with the adjacent Health Assessment and VIP Centre operated by Prudential to bring the Bank’s insurance customers unique one-stop services.

Chief Executive Officer of SCBHK Ms May Tan said, “The Hong Kong North Priority Banking Centre is located right at an important road and rail transportation hub linking Hong Kong with mainland China. Setting up in this strategic location enables us to tap the potential of the local and cross-border affluent clients by providing quality banking services to this constant flow of people, including travellers shuttling between Hong Kong and mainland.”

Ms Tan added, “Over the past three years, we have seen constant growth in the number of clients using our Hong Kong North District branches. The growth rate of New-to-Bank Priority Banking clients in NT North is twice as much as the average growth rate in other districts of Hong Kong. Now, we are seeing tremendous demand for high-level financial management services from both affluent locals and regular mainland visitors. This Centre is set to become one of the key growth engines of Standard Chartered’s wealth management business.”

Complementing the existing International Banking Centres in Central on Hong Kong Island and Tsim Sha Tsui in Kowloon, North District in the New Territories is a logical location to set up another Priority Banking Centre to capture affluent local and cross-border clients. Dedicated Putonghua-speaking Relationship Managers with a deep understanding of the needs of both local and mainland clients are stationed at the Centre, ready to help clients with their wealth management using the Bank's comprehensive offshore wealth and insurance solutions. It also reflects the Bank's long-term commitment to growing the affluent segment of its business.

The Hong Kong North Priority Banking Centre is located at 6/F Landmark North, 39 Lung Sum Avenue, Sheung Shui. It has a floor area of about 8,800 sq. ft., with 14 meeting rooms. The floor area of the adjacent Health Assessment and VIP Centre is about 1,300 sq. ft. and is stationed by medical staff. Standard Chartered clients who take out insurance policies are entitled to receive a series of free health assessment from the Health Assessment and VIP Centre.

Download Photos: <http://www.fingertips.hk/download/SCB-Branch-19Jul-press.zip>



Caption 1

Chief Executive Officer of SCBHK Ms. May Tan said, the Hong Kong North Priority Banking Centre is set to become one of the key growth engines of Standard Chartered's wealth management business.



Caption 2

Officiating management of Standard Chartered included (from left):

- Mr. Teddy Wong, Regional Head, Segments, Retail Banking, Hong Kong and Greater China & North Asia
- Ms. Vicky Kong, Regional Head, Wealth Management, Greater China & North Asia
- Ms. Mary Huen, Regional Head, Retail Banking, Greater China & North Asia
- Ms. May Tan, Chief Executive Officer, Hong Kong
- Mr. Samir Subberwal, Head, Retail Banking, Hong Kong
- Mr. Stephen Man, Regional Head, Distribution Network, Retail Banking, Hong Kong and Greater China & North Asia



Caption 3

The Hong Kong North Priority Banking Centre features an innovative collaboration with the adjacent Health Assessment and VIP Centre operated by Prudential to bring the Bank's insurance customers unique one-stop services.



Caption 4

The grand opening featured Artiste Priscilla Wong and Prof. Tony Mok, Chairman of the Department of Clinical Oncology at the Chinese University of Hong Kong, who shared several useful health tips.

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Standard Chartered

We are a leading international banking group, with around 84,000 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.

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