



Press release

Standard Chartered launches “Anti-Fraud Restaurant” public educational campaign delivering fraud prevention tips on plates of creative dim sum

Enhanced client protection results in 40% YoY growth in intercepted fraudulent amount

24 May 2024, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”) today launched a public educational campaign titled “Anti-Fraud Restaurant”, which temporarily transforms a dim sum eatery to serve creative dim sum delicacies tagged with anti-fraud messaging. The new initiative will remind members of the public, in an interesting and engaging manner, to stay vigilant against fraud and scams.

Presiding over the kick-off ceremony today, **Mary Huen, Chief Executive Officer, Hong Kong, Standard Chartered**, was joined by **Arthur Yuen, Deputy Chief Executive, Hong Kong Monetary Authority (“HKMA”)**, and **Josephine Lee, Chief Executive Officer, St. James’ Settlement**, in a collective call aimed at raising public awareness around fraud prevention, especially amongst the elderly. At the event, celebrities **Bowie Wu Fung** and **Kalok Chow** also shared their own learnings gained from participation in the short TV videos for the campaign, that provide useful anti-fraud tips.

Following the launch event, the management team of SCBHK acted as “Fraud Busters” at the transformed eatery, sharing the latest anti-fraud information with dozens of elderly people from St. James’ Settlement when they enjoyed the specially themed dim sum dishes.

Mary Huen, Chief Executive Officer, Hong Kong, Standard Chartered, said, “At SCBHK, we have been working closely with the HKMA and the Police Force, and continuously enhancing our detection capabilities to prevent fraud and scams. With the effective measures, we saw a year-on-year growth of over 40% in the amount of fraudulent payments

being intercepted in the first quarter this year. We will continue to increase our investment in fraud prevention technology and public education. Through this 'Anti-Fraud Restaurant' and a variety of community outreach initiatives, we are dedicated to joining hands with different sectors to raise public awareness and help people guard against evolving scams."

Arthur Yuen, Deputy Chief Executive, Hong Kong Monetary Authority, said, "I am pleased to see that Standard Chartered Bank has turned popular dim sum into anti-fraud tips to raise the public awareness against frauds while enjoying delicious food. Fraudsters always employ different ways to attempt to defraud people of money. As long as the public stay vigilant all the time and make good use of various anti-fraud measures of banks and other parties, they will be able to see through any frauds and avoid financial losses."

The "Anti-Fraud Restaurant" is a pop-up restaurant temporarily transformed from a dim sum eatery¹. It will serve a selection of unique, anti-fraud themed dim sum dishes² from 25 May to 2 June, with the aim of educating, in particular, the elderly on methods of protection against common scam tactics such as phishing SMS, scammers impersonating celebrities or staff from law enforcement, and investment fraud calls. Furthermore, SCBHK volunteers will be visiting some elderly centres and hosting a range of public educational activities throughout the month of June, which is designated as the Bank's Employee Volunteering Month, to promote anti-fraud tips to over 1,000 people.

SCBHK remains committed to keeping its clients safe from fraud with a range of anti-fraud measures and detection mechanisms. These include enhancement in suspicious card transaction monitoring, two-factor authentication for online and mobile banking, as well as anti-malware features added to the Bank's mobile app, so as to prevent digital fraud and scams effectively.

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¹ The address is Shop A & B, G/F, 216-218 Hennessy Road, Wan Chai.

² Members of the public are entitled to one complimentary serving of any one type of the anti-fraud dim sum (limited to one serving per person) with any purchase at the Anti-Fraud Restaurant during 25 and 26 May while elderly individuals with a JoyYou Card or a Senior Citizen Card are entitled the same offer during 27 May to 2 June. Supplies are limited, and are available on a first-come, first-served basis, while stocks last.

Appendix:



Photo 1

Mary Huen, Chief Executive Officer, Hong Kong, Standard Chartered, and Arthur Yuen, Deputy Chief Executive, Hong Kong Monetary Authority, share the success of various fraud prevention measures implemented by the bank and the regulator at the kick-off ceremony of the "Anti-Fraud Restaurant".



Photo 2

Mary Huen (4th from right), Chief Executive Officer, Hong Kong, Standard Chartered, Arthur Yuen (4th from left), Deputy Chief Executive, Hong Kong Monetary Authority, Josephine Lee (2nd from left), Chief Executive Officer, St. James' Settlement, Stephen Man (2nd from right), Head of Wealth and Retail Banking, Hong Kong, Standard Chartered, celebrities Bowie Wu Fung (1st from left) and Kalok Chow (1st from right), and elders (3rd from left and 3rd from right) join the kick-off ceremony of the "Anti-Fraud Restaurant" public educational campaign.

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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