



# press release

## **Standard Chartered Launches First Credit Card on the American Express Network** *The new Card offers the Highest Rewards on spending in Town\**

**Hong Kong, 20 February 2006** – Standard Chartered announced today the launch of its first credit card that can be accepted on the worldwide American Express network. The new Standard Chartered American Express® Card is the result of the strategic alliance announced between Standard Chartered and American Express last August.

The Standard Chartered American Express Card provides cardholders with two superb Rewards Schemes, offering the highest rewards on spending in town. Cardholders can enroll in a Bonus Points Scheme that offers 4 times the number of Bonus Points whenever and wherever they spend -- much faster than on most credit cards in town. Alternatively, Cardholders can choose to enroll in a Cash Rewards Scheme that earns them 1% cash back on all purchases on the Card and 8%<sup>#</sup> cash back when they shop at major supermarkets and department stores all over Hong Kong.

Other privileges that make for a more rewarding shopping experience include a complimentary Starbucks coffee upgrade and exclusive year-round merchant discounts and offers provided by both Standard Chartered and American Express.

The Standard Chartered American Express Cardholders will also enjoy the peace of mind that comes from being part of the global network of American Express. Should cardholders need help when traveling, they can access immediate assistance either through 24-hour emergency assistance or through the American Express' 2,200 Travel Service locations worldwide.

**Tan Kong Khoon**, Head, Consumer Banking Hong Kong, Standard Chartered Bank (Hong Kong) Limited said: "Standard Chartered is one of the largest international banks to have partnered with American Express to issue credit cards in both Hong Kong and elsewhere in Asia. This innovative Standard Chartered American Express Card is of important strategic value to us, as it reaffirms our leadership position in Hong Kong's credit card market."

"We are bringing the best from all the credit card networks to our customers, and setting a new benchmark in reward programmes in the industry. We are confident that the new Card will be warmly welcomed by our existing customers and help us to attract new customers," Mr. Tan noted.

**Kula Kulendran**, Senior Vice President, Head of Global Network Services, Japan, Asia Pacific, Australia, American Express, said: "The partnership with Standard Chartered is part of a long-term strategy to expand demand for American Express Cards in general and leverage our global infrastructure. The Standard Chartered American Express Card combines the best of two leading financial services brands in the world – Standard Chartered's strengths and innovation and the global reach of American Express' worldwide network and emergency support services to give peace of mind and security when traveling abroad."

"We are very excited to announce this new Card today," said **Tyrrell Schmidt**, Country General Manager, Credit Cards & Personal Loans, Hong Kong, Standard Chartered Bank (Hong Kong) Limited. "In tandem with our existing Standard Chartered credit cards, this Card offers the most attractive all-around reward programme in the market – offering different types of Rewards Schemes tailored to the needs of different customers, whether they are fans of cash back, air miles or bonus points."

"The new Standard Chartered American Express Card brings extra value to our existing cardholders, and at the same time complements our credit card franchise as we acquire new customers."

Existing Standard Chartered Platinum, Gold and Classic cardholders can simply request the new Card by phone on (852) 1836 333. New customers not already holding a Standard Chartered credit card can take advantage of this new great product by applying for a Standard Chartered Classic, Gold or Platinum Credit Card at the same time.

There is no card fee on the new Standard Chartered American Express Card. Applicants who successfully apply on or before 30 April, 2006 will be able to enjoy the first year Rewards Scheme Annual Fee waiver (which is HK\$250 per year).

– ENDS –

*\*According to the result of trade research on the cash rebate ratios and bonus points offered under credit card year-round spending rewards schemes conducted by Synovate in Jan 2006.*

*#8% cash back at all supermarkets and department stores in Hong Kong is applicable on the first HK\$10,000 expenditure and 1% for all other local and overseas spending up to HK\$120,000 p.a. and 0.4% thereafter with no maximum limit.*

**Standard Chartered American Express Card**  
**Application Acceptance Hotline: (852) 1836 333**

## **Notes to Editors:**

### ***Standard Chartered - leading the way in Asia, Africa and the Middle East***

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the 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.

Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is ranked in the top 25 among FTSE-100 companies by market capitalisation.

Standard Chartered has a history of over 150 years in banking and is in many of the world's fastest growing markets. It has an extensive global network of over 1,200 branches (including subsidiaries, associates and joint ventures) in 56 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. As one of the world's most international banks, Standard Chartered employs over 40,000 people, representing 80 nationalities, worldwide.

Serving both Consumer and Wholesale Banking customers, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award winning solutions.

Standard Chartered is committed to be the Right Partner to all our stakeholders by living its values in its approach to managing its people, exceeding expectations of its customers, making a difference in the communities that we operate in and working with its regulators. The Bank is trusted across its network for its standard of governance and corporate responsibility.

### ***About American Express***

American Express Company is a diversified worldwide travel, financial and network services company founded in 1850. It is a leader in charge and credit cards, Travelers Cheques, travel, business services, insurance and international banking.

Since 1996, American Express has been aggressively pursuing a strategy of opening its merchant network and card product portfolio to third party issuers around the world. By leveraging its global infrastructure and the powerful appeal of the American Express brand, the Company aims to gain even broader reach for its network worldwide. American Express has now established nearly 100 card-issuing partnership arrangements in close to 110 countries.