

# press release

**FOR IMMEDIATE RELEASE**

## **Standard Chartered Hong Kong Launches New ATM & CDM** *Standing by its 150-year Excellent Service Commitment in Hong Kong*

**[Hong Kong --- 22 January 2009]** – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”), is always committed to enhancing its customer service. To further strengthen our personal banking service, SCBHK is pleased to announce the launch of a newly integrated, end-to-end automated teller machines service management model supported by an advanced computer network system. Over 300 automated teller machines (ATM) and cash deposit machines (CDM) in Hong Kong will be replaced within a year. The project investment is estimated to cost over HK\$200 million.

Ms Mary Huen, Head of Consumer Banking, Hong Kong expressed, “Serving customers has always been our priority. We always plan our product and service development based on the needs and expectation of our customers. The year 2009, marks the 150<sup>th</sup> anniversary of SCBHK and we are investing more than HK\$200 million to upgrade the ATM network and services. This demonstrates not only our commitment to service excellence, but also our commitment to serving Hong Kong and Hong Kong citizens.”

According to statistics, ATM is one of the most popular service channels. There is an increasing trend in the number of ATM transactions in recent years, accounting for 50% of overall financial transactions. A customer research conducted earlier shows that service availability & convenience, user-friendliness and security are perceived the most important values of ATM services. The enhancement announced today is addressing our customers’ voices in these areas.

Ms Pauline Lai, General Manager of Consumer Transaction Banking, stated, “The advanced cash monitoring system, supported by the end-to-end service management model, ensures 100% cash availability to customers round-the-clock. The new system will also effectively reduce the maintenance time, in turn improving overall ATM and CDM efficiency.



In addition to improving machine availability, this investment also aims to enhance customer experience in using our automated machines. The size of screens of all ATM and CDM will be enlarged from around 8 inches to around 12 inches. Enhanced functions include privacy filtering that protects information security. Sunlight filtering, which allows clear viewing of screen information under direct sunlight is also added. Touch screen will also be available on ATMs in selected locations.

Furthermore, SCBHK is the first and only bank in Hong Kong which offers cash coupons to ATM users. To celebrate the Chinese New Year, SCBHK will offer 7-Eleven coupons at our ATM as a warm New Year greeting to our customers.

\*\*\* End \*\*\*

**For media enquiries, please contact:**

Gabriel Kwan/ Cathy Kwong (Tel: 2820 3036 / 2820 3083)

Corporate Affairs, Hong Kong

Standard Chartered Bank (Hong Kong) Limited

or

**bbluesky**

Emily Chan Tel: 9588 0781 / 2234 6424

**Notes to the Editor:**

**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, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation.

The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 75,000 people, representing 115 nationalities, in more than 1,750 branches and outlets located in over 70 countries.

Standard Chartered Bank (Hong Kong) Limited was named the "Employer of Choice" at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)

\*\*\*