

# press release

## **Standard Chartered Bank Cater to Growing Demand for Online Bill Payment Facility**

*Online billers quintuple to 600 merchants to deliver enhanced online payment experience*

**Kuala Lumpur, 14 November 2011** – Standard Chartered Bank Malaysia today announced it has recently expanded its pool of online billers to over 600 merchants for its online bill payment facility to fuel the growing demand for the service. The extension is in line with the Bank's continued strategy to provide customers with a more complete range of registered billers for greater convenience.

Tiew Siew Chuen, Country Head Consumer Banking, Standard Chartered Bank Malaysia Berhad said:

“Electronic bill payment has become an expedient and effective means of payment with the prevalent use of the Internet and e-commerce. The 2010 Visa eCommerce Consumer Monitor revealed that Internet users in Asia Pacific are increasingly paying bills online due to its convenience and flexibility; where specifically in Malaysia 68 percent of the respondents had paid bill online over a period of a year.

Clearly there is a steady trend where users expect their online banking systems to allow payment to most, if not all merchants across different industries. In scaling our online bill payment facility demonstrates the Bank's commitment in enabling services that are focused on our customer's needs.”

Over the years, Standard Chartered Bank Malaysia has observed an encouraging growth in its bill payment transactions. As of June 2011, the Bank recorded an 83 percent year-

# press release

on-year growth in transaction volume, while transaction value doubled the amount garnered last year.

As a critical part to support the facility, the Bank has enlarged its pool of online billers by five times the size since January 2011, making Standard Chartered a leader in consumer internet banking. The Bank has also broadened its payee categories, covering a wide range of industries including major utility providers, residential management groups, charity organisations and online retailers.

Tiew added:

“We will continue to expand the facility and enhance our facility to provide customers with more value and a seamless online banking experience. Complementing our award-winning Internet and mobile banking solutions we are well positioned to consistently boost our active online banking customers and transactions in Malaysia.”

The online bill payment facility is available across the Bank’s innovative electronic banking platform *Standard Chartered Online Banking*, an award-winning online banking solution recognised by Global Finance World’s Best Internet Bank Award for the best bill payment and presentment, and the best website design. Customers can also access and pay bills on-the-go in real-time through its industry-leading *Breeze* mobile banking applications for iPhone and Android devices.

# press release

The Bank has been on the forefront of encouraging more Malaysian customers to use online banking. This is in tandem with the Central Bank's strategic intent to promote the migration from paper-based payments to electronic payments, which would provide meaningful cost savings and efficiency to the economy.

Tiew elaborated:

“We have been running various programmes and rewarding customers to drive awareness and instil online bill payment as a regular habit. This corresponds well with the Bank's overall sustainability goal to encourage customers to take an active role in reducing paper and energy consumption. And at the same time reward our customers.”

### ***Pay and Win: Making online bill payment a rewarding habit***

Standard Chartered Bank Malaysia is rewarding customers that make a positive switch to paying bills online. From now until 31 January 2012, the first 20,000 customers who pay bills via Standard Chartered Online Banking to any of the 600 registered online bill payment merchants are entitled to receive a cash-back of 20 percent of their total bill payments. Ten lucky customers get a chance to walk away with an 11-inch MacBook Air 64GB. For more information, visit the Personal Banking promotion site at [www.standardchartered.com.my](http://www.standardchartered.com.my) or call 1300 888 888.

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# press release

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# press release

## Note to Editors:

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

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. Its income and profits have more than doubled over the last five years primarily as a result of organic growth.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, from its Wholesale and Consumer Banking businesses. The Group has over 1600 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. It employs around 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

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

### **Standard Chartered in Malaysia**

Standard Chartered Bank, a member of the Standard Chartered Group was established in Malaysia in 1875 and incorporated as Standard Chartered Bank Malaysia Berhad on 29 February 1984. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank's two businesses – Wholesale and Consumer Banking – provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises (SMEs) and individuals through its network of more than 30 branches across Malaysia.

In 2001, Standard Chartered UK established its third global technology & operations centre, Scope International, in Malaysia – the first international bank to do so in the country. Scope International provides software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM) and has a total workforce of more than 3,200 people.

# press release

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered Bank UK is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad, Standard Chartered Bank Malaysia Berhad's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Shariah-compliant products and services to individuals and corporates through its financial centres.

Standard Chartered employs more than 6,000 employees in all its Malaysian operations.