

Press Release

FOR IMMEDIATE RELEASE

Standard Chartered Nigeria wins Social Media Initiative of the Year and Wealth Management of the Year in West Africa for 2016

- **Standard Chartered Nigeria was awarded for its engagement with social media for customer interaction through the Social Media Initiative of the Year Award**
- **The bank was also recognised for the wide range of products and services offered under its Wealth Management division**
- **The Wealth Management business model revolves around evolution of technology to serve the affluent and business clientele**

Victoria Island, June 30th 2016—Standard Chartered Nigeria won the award for Social Media Initiative of the Year and Wealth Management of the Year in West Africa as part of the Excellence in Retail Financial Services Programme in West Africa for the year 2015 at The Asian Banker's 1st Annual West Africa Awards Ceremony. The ceremony was held at the Eko Hotel, Victoria Island, Nigeria on the 30th of June 2016.

Standard Chartered Nigeria was awarded for its engagement with social media for customer interaction through the Social Media Initiative of the Year Award

Standard Chartered Nigeria was recognised for its engagement with customers through social media channels including leadership articles and blogs by senior leaders in the bank. The bank's social media projects have a following of more than 2 million users, with two of its projects having received more than 1 million active followers. Social media channels have come to perform well in digital sales enhancement, second only to Google, while also offering a cost effective method of reaching out to customers.

The bank was also recognised for the wide range of products and services offered under its Wealth Management division

The wealth management arm of the Bank's operations caters to the affluent segment of the customer base through the broadest range of investment and FX products, and dedicated specialists across Investment Advisory and Capital Market to deliver on- and offshore solutions. The client base includes retail affluent customers, along with business and commercial clients, managed by a central wealth management team integrated into a global solutions team, thus incorporating international expertise and capabilities in local operations.

The Wealth Management business model revolves around evolution of technology to serve the affluent and business clientele

On-going investment in technology in wealth management has implied evolution of the business, in keeping with the demands of a client base inclining towards digital banking solutions. More than 20% of the most affluent client segment has a wealth product, and 30% of clients' AUM in this segment is in investment products within wealth management. Both of these figures have been maintained year-on-year, with figures expected to grow as the business continues to evolve.

Award-winning banks attended the gala event that recognised their efforts in bringing superior products and services to their customers. The Asian Banker's West Africa Awards are acknowledged by the financial services industry as a strong indicator of excellence among the financial services industry. Over 50 financial institutions, were evaluated across 15 different countries. A stringent two-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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