

press release

FOR IMMEDIATE RELEASE

Standard Chartered opens first Preferred Branch

Dedicated Preferred Banking queue is first for the Bank in Singapore

7 June 2011, Singapore – Standard Chartered announced the official opening of its newest branch at Clementi Mall, the latest mall development in West Coast, Singapore. The Standard Chartered Clementi Mall branch features the Bank's first dedicated Preferred Counter to reduce Preferred Banking¹ customers' waiting time.

Kok Pei Kee, General Manager, Branch Sales and Service, Singapore and Southeast Asia, Standard Chartered Bank said:

“We are proud to house Standard Chartered Singapore's first Preferred Branch at Singapore's latest retail establishment, in the heart of Clementi. The Preferred Branch is a direct response to customers' banking needs. Research showed that a majority of Preferred customers would like to be recognised and accorded with services, benefits and privileges, similar to an affluent customer. For example, more than 60 per cent of customers have expressed that they would like to have an exclusive counter catering to their transaction needs. We believe this will bring more smiles as Preferred customers now have a branch to call their own.”

¹ To qualify for Standard Chartered Preferred Banking Programme, a customer should have S\$50,000 in deposits or investments, or a mortgage of S\$600,000 or a minimum annual income of S\$72,000 to qualify.

In August 2010, Standard Chartered's Preferred Banking programme was launched to serve the needs of the emerging-affluent² segment in Singapore, which represents one of the fastest-growing and most attractive demographics for consumer businesses, with banking as no exception. The underserved emerging-affluent demographic constitutes 19 per cent of the population and represents nascent and untapped potential.

Since its launch, the Bank's Preferred Banking business has gained positive momentum with an over 30 per cent increase in revenue and a growth of over 20 per cent in Preferred customer base as of March 2011. This underpins the enhanced need for the Bank to provide devoted attention to cater to the banking needs of the Preferred customers.

The Branch is open seven days a week, from 11:00 am to 9:00 pm. This latest addition will expand Standard Chartered's branch distribution network to a total of 19 in Singapore, out of which eight are open seven days a week. To provide greater convenience in banking, Standard Chartered also launched **e-Appointment**, where customers can simply make an online appointment with Preferred Relationship Managers and do not have to wait in line at the branches to be served by them. Preferred customers also have access to a 24 by 7 dedicated service line for their banking enquiries.

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² An emerging affluent individual has monthly income between S\$6,000 to S\$16,000 and/ or investible assets between S\$50,000 to S\$200,000 in Singapore

Note to Editors:

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

It 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

Standard Chartered has a history of more than 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 7,000 people in Singapore and has a network of 19 branches, 32 ATMs and 7 Priority Banking centres. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

Key awards/achievements

Business

- Leading the way through product innovation, for example, MortgageOne, e\$aver, CashOne, Business Instalment Loan, Business\$aver, FamilyLink, LinkOne & Visa Infinite
- First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer
- Xtra\$aver named "Best Deposit Product in Asia Pacific and Gulf States" (Asian Banker Journal - 2007)
- Structured Products Asia Awards 2008 – Best in Singapore (Structured Products – 2008)
- Deal of the Year in Singapore (The Banker, 2008)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Debt House in Singapore (The Asset Triple A Awards - 2007, 2008, 2009, 2010)
- Best Trade Finance Bank in Singapore (Global Finance – 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News Awards 2009, 2010)
- Singapore Capital Markets Deal of the Year (IFR Asia Review of the Year 2009)
- Retail Bank of the Year (Asian Banking and Finance – 2007, 2008)
- Best branch initiative - Vivo City branch (Asian Banking and Finance – 2007, 2008)
- Best self-service Initiative - Online banking (Asian Banking and Finance – 2008)
- Best core banking system initiative - Virtual banking relationship centre (Asian Banking and Finance – 2008)
- Best Consumer Internet Bank, Singapore (Global Finance 2010)
- Best Corporate/Institutional Internet Bank in Singapore (Global Finance 2010)
- Best Project Financing, Singapore (Asiamoney 2010)

- Best Singapore Deal (FinanceAsia 2010)
- Best Singapore Deal at the Islamic Finance Awards 2010 (The Asset, 2010)
- Country Deal of the Year, Singapore (Asiamoney 2011)

Corporate / Sustainability

- Best Corporate and Employee Citizenship Award (HRM 2008, 2009)
- Leader in HR practices (Singapore HR Awards 2009, 2010)
 - *Learning and Human Capital Development*
 - *Talent Management, Retention and Succession Planning*
 - *Corporate Social Responsibility*
 - *Performance Management (Special Mention)*
 - *Regional/International/Global HR practices (Special Mention)*
- Best Graduate Development Practices and Fair Employment Practices (HRM 2010)
- President's Social Service Award 2008
- National Volunteerism and Philanthropy Centre Corporate Citizen Award for Volunteerism 2009
- Silver Award for Best Community Programme (Global CSR Award 2010)
- Special Commendation Prize for Learning and Talent Development (Asian Human Capital Award 2010)