

press release

FOR IMMEDIATE RELEASE

Standard Chartered pioneers region's first open-architecture credit hub for SGX-listed shares

*Enabling investors to maximise market opportunities
through highest on-demand share financing in Singapore*

17 September 2007, Standard Chartered Bank today launched SharePower+, revolutionising share financing in Singapore by providing investors on-demand access to the highest share financing currently available in the market.

SharePower+ offers investors 10 times their monthly salary and is the result of an open-architecture credit hub that will change the way share financing is offered for shares listed on Singapore Exchange Limited (SGX). Standard Chartered's open-architecture credit hub allows any broker trading on SGX's current platform to collaborate with Standard Chartered Bank to offer SharePower+ in an almost plug-and-play fashion.

Standard Chartered is offering SharePower+, in partnership with two pioneer brokers - Lim & Tan Securities and Phillip Securities. SharePower+ provides customers with up to either 4 or 10 times an individual's monthly salary (maximum S\$200,000) to invest in SGX-listed shares. Customers may use this limit to purchase shares through any partner broker.

The efficiency of the credit hub ensures that share financing is a one-step action. Seamless and direct, SharePower+ customers simply submit a trade through

their partner broker and the monies are automatically deducted from the SharePower+ account with a low daily interest rate of 0.033%, which is accrued only on the amount of credit used. SharePower+ comes bundled with a Standard Chartered XtraSaver current account, debit card, overdraft account, internet banking facility, and broker trading account. With an application process almost identical to a credit card application, SharePower+ offers maximum credit with minimum hassle.

SharePower+ also harnesses the convenience of email and SMS to assist customers with margin management¹, helping them stay on top of their investments. Therein, customers may choose to deposit cash to top up a margin call.

There are some 250,000 active retail share investors in Singapore², and the number is expected to grow as Singaporeans become increasingly financially savvy. The influx of expatriate professionals looking at investment opportunities in Singapore will also add to the increase in share trade volume.

Lim Cheng Teck, Chief Executive, Standard Chartered Bank, Singapore, said,

“SharePower+ shifts the paradigm for share financing in Singapore. We are proud to be the first bank to offer retail investors a Secured Lending product of this nature. With this, Standard Chartered and its partners will open doors to both disciplined new investors looking to the stock market for wealth creation and also seasoned investors looking to maximise opportunities.”

Hsieh Fu Hua, Chief Executive Officer, SGX, said,

¹ Margin call and force sell notifications are only applicable for customers who take the 10 times share financing option

² SGX defines active accounts as those that have made at least one buy or sell transaction in the last three months.

"SharePower+ brings together a bank and brokers to harness their combined synergies. SGX welcomes such efforts by market participants to better serve retail investors, and to help develop our domestic market. We congratulate Standard Chartered, Lim & Tan Securities and Phillip Securities on being the first to roll out such a product in Singapore."

Standard Chartered and partners are investing S\$2 million in infrastructure development, marketing and investor education for SharePower+. As part of its approach to growing and protecting its customers' wealth, Standard Chartered is offering a complimentary SGX investor education seminar for any investor who signs up for a SharePower+ account, to enable customers to make the most of their investments³, and at the same time, understand how to use credit wisely.

SharePower+ is the latest in a string of innovative first-to-market products Standard Chartered has developed. Standard Chartered's e\$aver is a revolutionary online savings accounts offering the highest interest rates for a savings account. With XtraSaver, the Bank upped the ante with a debit card linked to its own deposits account, offering best-in-market rates and cashback. The USD High Account was the industry's first US Dollar deposits account with high interest rates and unprecedented global cashback and Standard Chartered was also the first bank in Singapore to retailise Retail Bonds, making it more accessible to customers by reducing the minimum investment amount to S\$50,000.

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³ Valid till 31 December 2007. Terms and conditions apply.

Note to Editors:

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

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

Standard Chartered has a history of over 150 years in banking and operates in many of the world's fastest-growing markets with an extensive global network of over 1,400 branches (including subsidiaries, associates and joint ventures) in over 50 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 almost 60,000 people, representing over 100 nationalities, worldwide. This diversity lies at the heart of the Bank's values and supports the Bank's growth as the world increasingly becomes one market.

With strong organic growth supported by strategic alliances and acquisitions and driven by its strengths in the balance and diversity of its business, products, geography and people, Standard Chartered is well positioned in the emerging trade corridors of Asia, Africa and the Middle East.

Standard Chartered derives over 90 per cent of profits from Asia, Africa and the Middle East. Serving both Consumer and Wholesale Banking customers worldwide, 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.

Trusted across its network for its standard of governance and corporate responsibility, Standard Chartered takes a long term view of the consequences of its actions to ensure that the Bank builds a sustainable business through social inclusion, environmental protection and good governance.

Standard Chartered is also committed to all its stakeholders by living its values in its approach towards managing its people, exceeding expectations of its customers, making a difference in communities and working with regulators.

For more information on Standard Chartered, please log on to www.standardchartered.com

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