

# press release

FOR IMMEDIATE RELEASE

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## STANDARD CHARTERED BANK MALAYSIA BERHAD INTRODUCES PORTFOLIO MANAGEMENT SERVICES FOR HIGH NET WORTH CUSTOMERS

*The Right Partnership with specialist Partners bring Customised,  
Relationship-focused Investment.*

**Kuala Lumpur, 4 March 2008** – Standard Chartered Bank introduces **Portfolio Management Services** – a sophisticated investment vehicle designed to meet the increasing demand for more customised, personalised wealth management solutions.

The new investment service combines the strengths of Standard Chartered Bank's professional services with the investment expertise of three specialist investment experts, HwangDBS Investment Management Berhad, Opus Asset Management Sdn Bhd and Prudential Fund Management Berhad.

Aimed at high net worth individuals with a minimum investment range between RM250,000.00 to RM500,000.00, Portfolio Management Services offers a range of specialised investment strategies to capitalise on opportunities in the market. The service offers three key benefits to customers:

- **Customised Portfolios** – To meet our customers' specific investment objectives, Portfolio Management Service provides a broad spectrum of

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investment vehicles across a range of high-quality asset classes – offshore, onshore and fixed-income investment portfolios.

- **Personal Investment Service and Advice** – Portfolio Management Service is offered and managed through the Bank’s team of personal Customer Relationship Managers. Personalisation carries seamlessly through to a dedicated team of professional fund managers who will execute and closely review the performance of the individual customer investment portfolio.
- **Hassle-Free Investment** – Expert investment fund managers will take on the discretionary mandate of meeting individual financial goals. Each investment will be managed with the highest standard of professionalism and objectivity to ensure optimum returns in line with investment plan.

Standard Chartered Bank Malaysia Berhad’s Chief Executive Officer, Mr Julian Wynter said,

*“Our entire focus and approach has been driven by customer insights and delivering superior customer experience. We are looking at creating a hassle free environment for our customers, providing a one-stop platform for all of their banking needs. We know how important it is for our high net worth customers to access the market quickly and accurately and we continuously innovate to ensure that their investing experience with Standard Chartered is best in class.”*

Mr Shyam Srinivasan, Standard Chartered Bank Malaysia Berhad’s Country Head of Consumer Banking, elaborated,

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*“The service is designed for our customers whose wealth management goals match the value of long-term investment in equities and fixed income instruments. It is one of the many innovative wealth management products and services created as a result of customers’ feedback our own in-depth research into their financial and lifestyle needs.”*

Standard Chartered is a highly pro-active bank that is totally focused on anticipating and providing the financial needs of its customers. The Bank takes on an encompassing approach in developing products and services that helps plan, build and protect its customers’ wealth.

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

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, 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 the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

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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 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries. The bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

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

## **Standard Chartered in Malaysia**

Standard Chartered Bank Malaysia Berhad, a member of the Standard Chartered Group was established in Malaysia in 1875 and locally incorporated on 1 July 1994. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. It provides a comprehensive range of financial products and services including retail, Islamic and wholesale banking for individuals, small and medium-sized enterprises, corporate and institutions through its network of 37 branches across Malaysia.

In 2001, Standard Chartered established one of two of its global shared service centres in Kuala Lumpur, Malaysia to provide IT support and processing services to the Bank's operations in 15 countries – the first bank in Malaysia to do so. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM). The other global shared service centre is located in Chennai, India.

Apart from its shared service centres, the Group has also established a wholly owned subsidiary company, Price Solutions Sdn. Bhd. to promote and market Standard Chartered's financial products in Malaysia.

Standard Chartered employs more than 5,000 employees in its Malaysian operations.