

press release

FOR IMMEDIATE RELEASE

Standard Chartered Wins Prestigious Brand Laureate Heritage Award

Kuala Lumpur, Tuesday, 1 July 2008 – Standard Chartered Bank Malaysia Berhad, Malaysia's first bank, established over 132 years ago won the prestigious Brand Laureate Heritage 2008 award for brand excellence last night.

The award was presented by HRH Tengku Fauziah Almarhum Tengku Abdul Rashid, the Raja Perempuan of Perlis to Julian Wynter, Managing Director and Chief Executive Officer, Standard Chartered Bank Malaysia Berhad at a glittering presentation ceremony attended by the country's top captains of industry, business leaders and decision makers and senior government officers.

The Brand Laureate Heritage Award 2008 recognises the Bank's ability to maintain its distinctive brand values and relevance to its customers through its consistent innovation through the times. Standard Chartered was the only financial institution to be conferred this award under the Heritage category.

Mr Julian Wynter elated with the recognition received by Standard Chartered said:

“ I am delighted with the recognition given to our brand which actually represents the more than 5000 people that we employ in Malaysia. Living our brand values is absolutely critical to our competitive distinctiveness and is at the heart of who we are and what we stand for. We work hard to ensure that our values infuse the way we work, shaping our actions and behaviours. This award is timely as only a couple of weeks ago, we launched a week-long campaign within our global network across 73 countries to reinvigorate our brand values and ensure that people who had just joined the Bank understands and live by these values.

We truly believe that only by living our brand values can we deliver on our promise to our stakeholders to be the Right Partner, leading by example.”

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The Brand Laureate Awards was conceptualised to honour brand excellence in Malaysia and globally. It is awarded to serving brands from multinationals, public listed and government-linked companies that have shown best practices in branding and had met the stringent selection criteria of the Asia Pacific Brands Foundation, a non-profit organisation dedicated towards the promotion and improvement of branding standards in Malaysia and the Asia Pacific. It is the only Brand Awards endorsed by DYMM Yang DiPertuan Agong. The winners are selected based on a 300 point selection criteria, covering brand strategy, culture, integrated brand communication, equity and performance.

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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.

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

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.