

# press release

FOR IMMEDIATE RELEASE

## **Standard Chartered Bank's new Ultra Premium Credit Card to Redefine 'Exclusivity'**

*Standard Chartered Visa Infinite offers  
Extraordinary Travel, Wellness and Service Experiences*

**Kuala Lumpur, 1 July 2008** – Standard Chartered Bank Malaysia Berhad unveils its most exclusive premium credit card – the **Standard Chartered Visa Infinite Card**. The new card breaks into the market surpassing platinum. Designed for Malaysia's growing high networth market, Visa Infinite gives cardmembers a more personalised, exclusive banking experience and represents the Bank's latest relationship-based offer.

Ho Toon Bah, Country Head – Consumer Banking of Standard Chartered Bank Malaysia Berhad, said:

“We are passionate about our client's success. As their lifestyles and expectations change, we are with them every step of the way, with innovative products and services that represent what we believe to be the best Standard Chartered has to offer.

“With Visa Infinite we are taking our relationship with our high networth customers beyond the single dimension, from credit card to a holistic and integrated wealth management relationship. We are opening up a new world of exclusive banking designed for clients who value the service, rewards and convenience associated with building a broader relationship with Standard Chartered Bank.”

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## **Uniquely Infinite Experiences**

The Visa Infinite presents cardmembers with some of the most competitive rewards and benefits available in the credit card industry today, all designed to deliver the most exclusive travel, wellness and service experiences.

Cardmembers enjoy premier access and privileges whenever they travel, whether it is for business or in pursuit of that unexplored adventure. This extends to “Members Only” and red-carpet treatment at private clubs, invitations to signature Private Rendezvous Events and complimentary tee-off at some of the world’s finest golf courses. For body, mind and soul, Visa Infinite offers a collection of gymnasium, health facilities and spa partners and packages to choose from.

Making all this happen is a dedicated 24-hour Personal Concierge Service Worldwide. This specialised team of on-call experts is available through a single Visa Infinite Hotline – 1800 88 1577 within Malaysia or +603 7721 2577 for overseas.

Visa Infinite is available to those with an income of RM150,000 per annum. In conjunction with the launch, the Bank is waiving the first year annual fee.

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Standard Chartered has been serving Malaysia's affluent and wealthy individuals since 1997 with the introduction of its Standard Chartered Platinum credit cards. The Bank's Platinum cardmember base reflects the success of this product forming almost 20 percent of its 450,000 total credit card customers.

The bank estimates that 120,000 customers in Malaysia are eligible for the Visa Infinite card. This represents a 2.5 percent of the total cardable population of Malaysia. It targets for 10,000 Visa Infinite Cards within the first 12 months of launch.

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**For more information, please contact:**

Karen R Yap, Senior Manager, Corporate Affairs  
Karen-R.Yap@standardchartered.com

+6 03 2781 7257

Ng Say Fen, Executive, Corporate Affairs  
Ng.Say-Fen@ standardchartered.com

+6 03 2117 7962

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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](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.