

# press release

FOR IMMEDIATE RELEASE

## **Standard Chartered Malaysia Appoints New Country Head of Consumer Banking**

*Key appointment to drive Consumer Banking strategy and execution*

**Kuala Lumpur, 9 July 2008** – Standard Chartered Bank Malaysia Berhad today announced the appointment of Ho Toon Bah (45) as Country Head of Consumer Banking, one of Standard Chartered's three core businesses in Malaysia, with immediate effect. He is responsible for the strategy, development and management of the Bank's Consumer Banking business, which spreads across a network of 37 branches all over Malaysia, employing over 1,600 people.

Toon Bah's focus will be on enhancing customer service levels, delivering on product innovation and streamlining processes for operational excellence. In addition, he will work closely with the Head of Islamic Banking on growing its retail business, an area of key strategic focus for the Bank. On his priorities, Toon Bah said:

"These are exciting times – for Malaysia's retail banking landscape and for Standard Chartered. Given the Bank's ambition to be the leader in customer experience and a dynamic competitive landscape, there is a real need to execute to a higher level throughout the entire business.

I am looking forward to delivering a different banking experience to our individual and SME customers."

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Toon Bah succeeds Shyam Srinivasan who goes on to take the role of Country Head of Consumer Banking of Standard Chartered Bank India.

Toon Bah brings with him over 20 years of banking experience, 10 of which with Standard Chartered. Since joining the Bank's Singapore operations in 1999, he has helmed various Consumer Banking business units including SME Banking, Wealth Management, Mortgages & Auto Loans and Direct Sales. In 2006, Toon Bah took on the role of Country Head, Consumer Banking at Standard Chartered Indonesia. Under his leadership, the business doubled its size and transformed its operations.

A Singapore national, Toon Bah is a graduate of the National University of Singapore and a qualified Chartered Financial Analyst awarded by the CFA Institute (previously the Association of Investment Management & Research).

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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.