

press release

FOR IMMEDIATE RELEASE

Standard Chartered Launches A Gold Alternative Investment

PCI Gold leverages precious metal price uptrend for high investment returns of up to 25% p.a.

Kuala Lumpur, Thursday, 19 February 2009 – Standard Chartered Bank Malaysia Berhad further strengthens its retail investment services with today's launch of Premium Currency Investment Gold (PCI Gold). A dual currency investment, PCI Gold features the enhanced gains of a US Dollar investment referenced to gold prices.

Offered by Standard Chartered Wealth Management, investment options like PCI Gold gives the savvy investor a product that fulfils the short-term/high-yield strategy of a well diversified portfolio.

Ronnie Lim, General Manager, Customer Experience and Premium Banking, Standard Chartered Bank Malaysia Berhad, said:

“Merrill Lynch and CapGemini's 12th annual World Wealth Report revealed an interesting trend. The diverging macroeconomic environments at either end of 2007 saw high-net worth investment asset allocation strategies shifting to safer, less volatile asset classes. Like gold.

Premium Currency Investment Gold was developed to translate this shift and meet our customers' demand for a high-yield, short-term investment option that performs in the current volatile environment. PCI Gold marks Standard Chartered's leadership in innovation; once again, we are the first bank to bring such a product to Malaysian investors.”

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PCI Gold is a dual currency investment involving both USD and Gold (XAU). Investors stand to gain up to 25 percent p.a. yield, depending on the Target Conversion Rate set by the investor. The actual XAU/USD rate as compared to the investor's TCR will then determine the investor's final investment holding of either USD or Gold.

Gold investment has always excited investors due to its future price expectations. Studies show gold as the best performing metal in 2008 with a bullish outlook for an increase in value for the eighth consecutive year¹. In 2009 alone, gold is expected to appreciate by another 4.3 percent. In the long run, Gold has always been in an upward trend:



¹ Source: Bloomberg, Gold May Advance for Eight Year as 'Perfect Insurance' Sought, by Nicholas Larkin, Claudia Carpenter and Pham-Duy Nguyen.

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Note to Editors:

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

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, 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 profits 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 for its customers across its markets. The Bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated from its Wholesale and Consumer Banking businesses. The Group has around 1,750 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, 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. It employs 75,000 people, nearly half of who are women. The Group's employees are of 115 nationalities, of which 60 are represented among senior management. 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 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 a global shared service centre named Scope International in Kuala Lumpur, Malaysia to provide software development, banking operations and IT support services to the Bank in up to 70 countries – the first international bank to do so in Malaysia. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM). Standard Chartered's two other global shared service centres are in Chennai, India and Tianjin, China.

Another wholly-owned subsidiary of the Group, Price Solutions Sdn. Bhd is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad, its Islamic Banking subsidiary was established in November 2008. It offers a comprehensive range of Shariah-compliant products and services to individuals and corporates through its first Saadiq financial centre (branch) located in Taman Tun Dr Ismail, Kuala Lumpur.

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