

press release

FOR IMMEDIATE RELEASE

STANDARD CHARTERED EXPANDS PRIORITY BANKING IN MALAYSIA

International bank launches new priority banking proposition;

To double Relationship Managers to 200

17 September, Kuala Lumpur – Standard Chartered Bank Malaysia Berhad today announced that it will expand its Priority Banking business with its latest customer offering that is designed for the country's growing affluent population. The proposition offers customised financial solutions covering banking, borrowing, protection and investments, exclusive new products, along with a high level of service that meets our customers' needs. .

Despite the economic environment, there continues to be a huge growth potential in the segment of affluent individuals¹ in Asia, tipped as the fastest growing segment in the world. Asia Pacific (excluding Japan) currently contributes 13 per cent or US\$9 trillion to the global wealth pool and is expected to contribute increasingly more. Research shows that the affluent segment in Asia is growing at 12 per cent CAGR, triple the rate of Western markets².

Malaysia has more than 400,000 affluent population. The new Priority Banking launch in Malaysia is part of Standard Chartered's global roll out including China, Hong Kong, Singapore, India, Taiwan, Korea and United Arab Emirates.

Foo Mee Har, Global Head, Premium Banking, Standard Chartered Bank, who specifically flew to Kuala Lumpur to share the Bank's Priority Banking proposition said:

“Priority Banking segment is a sweet spot in Asia as the financial needs of this segment have largely been underserved. The initial response to our new offering has been very encouraging, doubling new customers compared to the first half of the year in some key markets. Standard Chartered is in a position of strength and will continue to invest strongly in people, systems, products and in the hiring of additional 850 relationship managers across our markets to better serve the needs of our customers.”

¹ Definition: An affluent individual has net liquid assets of more than US\$100,000

² BCG Global Wealth Market Sizing Database 2008, Merrill / Capgemini World Wealth Report 2008, Datamonitor Global Wealth Management Database

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To support its enhanced Priority Banking service in Malaysia and to accelerate growth in this fast-growing segment, Standard Chartered will look to double its current Relationship Managers to 200 over the next 12-18 months.

Tiew Siew Chuen, Country Head of Consumer Banking, Malaysia said:

“The doubling of relationship manager number is part of our strategy to expand our Priority Banking Business in Malaysia. Malaysia is of strategic importance to Consumer Banking business of the Bank and the country has a key role to play in capitalising on the recovery of the regional and global economies. Priority Banking is a big part of Consumer Banking and this key segment that is growing rapidly, exceeding the industry average. Our new proposition is among the best in the industry. We have many ‘first-in-market’ benefits like ‘pan-bank’ rewards, international and household recognition.”

Based on the research commissioned by Standard Chartered, the new offering is designed to meet customer needs by providing enhanced level of service, access and convenience. The benefits include global recognition for the whole family, international banking services and reward points for all banking products - not just credit cards - which is a benefit that leads the industry.

Priority Banking customers will be serviced by a dedicated relationship management team comprising qualified and trained relationship managers backed by experienced product experts in the areas of investments, foreign exchange, insurance and lending.

Additionally, customers can access the full range of services from dedicated support at Priority Banking branches, call centres and other touch points around Standard Chartered’s international footprint.

- Ends -

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About the new Priority Banking offering

Standard Chartered ups the ante in offering a differentiated and holistic Priority Banking offering that addresses all our customers' financial priorities in life.

Some of the new and unique initiatives that are offered include:

- **Household recognition**

Standard Chartered is the first to extend the same priority benefits, service and privileges for the Priority Banking customers to his/her family members. The family members will enjoy all the benefits that the principal members are offered including special relationship pricing, fees and team of dedicated Relationship Managers etc.

- **International “borderless” banking services**

Globally mobile Priority Banking customers can also enjoy global recognition of their Priority status and enjoy exclusivity and privileged services wherever they go around the world.

They can also enjoy greater transactional convenience across our 200 branches in 25 countries, free international funds transfer and complimentary cash withdrawal across at ATMs globally. Customers do not need to travel to another country to open an account.

Standard Chartered provides ‘*Global View*’ – a one-stop online banking service providing customers a consolidated view and transactional capabilities of all accounts that they hold with Standard Chartered

- **Responsive service (Selected Branches. Full Roll Out by Oct 09)**

Priority Banking customers can be assured that all their calls will be picked up either by their Relationship Managers or Standard Chartered's Call Centre.

If a Relationship Manager is engaged and are unable to attend to his/her customer within 10 seconds, the call will automatically be routed to the Premium Service Team at the Bank's Call Centre. The Team will then monitor and follow up with the Relationship Manager to ensure that all Priority Banking customers' queries are tended to within 24 hours.

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- **Total relationship rewards with the Standard Chartered Visa Infinite Card**

Standard Chartered is the only Bank that offers a total relationship rewards programme where Priority Banking customers can earn Choice Points, air miles and cash vouchers based on a customer's total banking relationship, such as interest-bearing current and savings accounts (CASA), fixed deposits, and investments and mortgage³) as well as spend on the card.

Other privileges include:

- No restrictions on where customers can earn Choice Points and no expiry date on the points earned
- Complimentary travel medical insurance for up to RM50,000 for the principal cardholder and his or her spouse respectively every time they travel. Customers only need to charge to their cards at least once when they are abroad to activate the medical coverage
- Exclusive Airport lounges privileges
- A wide selection of lifestyle privileges including golf, travel, lifestyle and private club access

- **Expert advisory and solutions**

Standard Chartered leverages on its robust wealth management infrastructure and advisory to provide a holistic suite of world-class solutions tailored according to Priority Banking customers' banking, investment, protection and borrowing priorities in life.

The Bank also has a dedicated team consisting Relationship Managers, Investment Counsellors, Insurance Specialists and Treasury specialists where they will meet and work closely with Priority Banking customers to ascertain financial solutions based on the customers' risk appetites and investment horizon.

The Bank organises quarterly Market Outlook seminars for all Priority Banking customer as well as monthly Expert Close-Up sessions to provide the latest investment trends and market updates. Expert Close-up Session is an interactive wealth discussion session, usually hosted by the Bank's Chief Investment Strategist and a panel of specialists. The themes and topics of the sessions are tailored according to customers' requests on what they would like to hear or discuss at the sessions.

³ Excludes personal loans, SME business and/or corporate accounts.

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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, a member of the Standard Chartered Group was established in Malaysia in 1875 and incorporated as Standard Chartered Bank Malaysia Berhad on 29 February 1984. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank's two businesses - Wholesale and Consumer Banking – provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises (SMEs) and individuals through its network of more than 30 branches across Malaysia.

In 2001, Standard Chartered UK established its third global shared service centre (GSSC) in Malaysia. The GSSC was registered as Scope International providing software development, banking operations, IT support services and customer service capabilities 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).

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered Bank UK 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, Standard Chartered Bank Malaysia Berhad's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Shariah-compliant products and services to individuals and corporates through its inaugural 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.