

# press release

**FOR IMMEDIATE RELEASE**

## **STANDARD CHARTERED MALAYSIA STRATEGIC BRANCH EXPANSION**

### ***Puchong Branch Relocated - Customers to Enjoy Renewed Banking Experience***

**Kuala Lumpur, 2 February 2010** – To enhance customer experience, Standard Chartered Bank Malaysia has relocated its branch in Puchong. The new 4,700 square-foot-Branch, strategically located in Bandar Puteri Puchong has doubled the size of its banking hall to provide spacious banking experience for customers.

In addition to relocating its branch, the Bank will continue to expand its distribution network in view of customers' needs. This is part of Standard Chartered's efforts to focus on customers and build long-term relationships with them. .

At the branch opening ceremony, Osman Morad, Managing Director and Chief Executive Officer, Standard Chartered Bank Malaysia Berhad said,

Whilst branches remain a vital channel to customers, the nature of banking is changing considerably. Our research and experience suggest that the market changes are influencing the evolution of "next generation" branches which will offer different value propositions – centred on customer.

The tremendous shift in the way customers' bank with us is the impetus for integrating our multiple distribution channels, enhancing and broadening our relationship with our customers to consistently enrich their banking experience. The relocation of our Bandar Puteri Puchong Branch is a true reflection of our commitment to our customers.

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Last year, Standard Chartered increased its hire of Relationship Managers to support its growing business in SME and Priority Banking. The Bank is looking to double its Relationship Managers and Personal Financial Consultants to more than 400 in 2010.

Tiew Siew Chuen, Country Head Consumer Banking, Standard Chartered Bank Malaysia Berhad said,

“We are seeing rapid urbanisation in Puchong. The accelerated growth in this suburb with over 300,000 middle to affluent residents comes hand-in-hand with increasingly higher demand for more sophisticated personal banking and business financing solutions. Hence, our new Bandar Puteri Puchong branch features enhanced facilities and capabilities to meet this demand.”

Apart from enhanced banking facilities, Standard Chartered has integrated environmental features such as motion light sensor in meeting rooms, self regulated LED signage to conserve electricity consumption in its Bandar Puteri Puchong Branch. This is part of its commitment to protect the environment and observe its environmental policies.

As a celebration of the branch opening, Standard Chartered is offering various campaigns from SME to Personal Banking starting today until 26 February 2010.

The Bandar Puteri Puchong Branch provides general banking, priority banking and ATM services.

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**For media enquiries, please contact:**

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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](http://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.