

# press release

## **STANDARD CHARTERED STRENGTHENS BRAND TO SUSTAIN ITS GROWTH IN THE WORLD'S FASTEST-GROWING ECONOMIES**

**Kuala Lumpur, 1 April 2010:** Standard Chartered has rolled out a global brand campaign focused on its commitment to being a positive force in the markets where it operates across Asia, Africa and the Middle East. The campaign will help to establish the Bank's new brand promise, 'Here for good', underlining the Bank's distinctive approach to international banking and creating a strong platform for continued growth.

Standard Chartered has delivered record income and profit for seven successive years, winning customers and market share, even during the financial crisis. The new brand promise captures the ethos that has driven this achievement, one which has remained consistent throughout the Bank's 150-year history worldwide, and 135 years in Malaysia. A simple phrase with multiple meanings, 'Here for good' sums up Standard Chartered's commitment to developing deep relationships with its clients and customers; its values, conduct and focus on sustainability; and its longevity, heritage and continued strong performance.

Peter Sands, Group Chief Executive, Standard Chartered, said, "Our brand is all about commitment. We're here for good, to create value for our shareholders, to support and partner our clients and customers and to make a positive contribution to the broader community. We're here for the long term. We don't run when things get tough. We don't dodge tough decisions and trade offs. This is the way we do business: it has underpinned our strategy and success for over 150 years across Asia, Africa and the Middle East; and it will be the foundation for our future."

Osman Morad, Managing Director and Chief Executive Officer, Standard Chartered Bank Malaysia Berhad added, "We've been in Malaysia through thick and thin for 135 years. Our commitment remains unwavering since we commenced operations in 1875 as the first bank in Malaysia. Our heritage is establishing in our customers whom we have been privileged to serve for successive generations, and we look forward to continue the legacy for the next 100 years and beyond."

Here for good will help reinforce stakeholders' understanding about what Standard Chartered stands for and it will also serve to focus employees on what they should live up to everyday. From helping families to secure their financial future to supporting communities to create a prosperous and sustainable future, Here for good is Standard Chartered's promise and commitment.

The brand campaign will bring to life Standard Chartered's longstanding commitment to its customers, clients and communities; the Bank's deep local knowledge and heritage in the world's fastest-growing economies; and its determination to build a sustainable business. The campaign, developed by advertising agency TBWA, will run globally in television, print, digital and outdoor media.

The campaign comes ahead of the Bank's sponsorship of the Standard Chartered KL Marathon 2010, and Liverpool Football Club from July 2010, which will significantly expand awareness of the brand.

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## **Note to Editors:**

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

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. The Bank 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. This heritage and these values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, 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 second global technology & operations centre, Scope International, in Malaysia – the first international bank to do so in the country. Scope International provides software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM) and has a total workforce of more than 3,200 people.

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.

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