

# press release

**FOR IMMEDIATE RELEASE**

## **Standard Chartered Saadiq Expansion Strategy Continues with New Branch in Johor**

*Bank marks branch opening with strategic partnership with Etiqa Takaful  
to roll out new Takaful products*

**JOHOR BAHRU, 1 Mar 2011** – Standard Chartered Saadiq Berhad (Standard Chartered Saadiq), a wholly-owned Islamic Banking subsidiary of Standard Chartered Bank Malaysia Berhad today opened its new Nusa Bestari branch.

Johor Menteri Besar, YAB Dato' Haji Abdul Ghani Othman officially opened the branch in a ceremony attended by the Bank's customers, partners, government officials and staff.

The branch is the Bank's sixth dedicated Islamic banking branch in Malaysia, offering customers improved access to a large portfolio of Syariah-based products and services for both individuals and businesses as it furthers its expansion plan to strengthen on-ground presence and services outreach in Malaysia.

Azrulnizam Abdul Aziz, CEO, Standard Chartered Saadiq said,

“It is with our network of branches that we have served generations of families and well-established companies that have contributed to the Malaysian economy – through good and challenging times. So, we see ourselves as part of a broader Malaysian community – not simply another foreign bank in a financial centre.”

“Expanding our network and increasing on-ground presence rank high on our plans. The opening of Nusa Bestari branch – our first outside Klang Valley is in response to growing demand for Standard Chartered Saadiq financial products and services especially with rapid urbanization in Johor Bahru.”

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The new branch opening is also part of the Islamic bank's effort to promote awareness of the Saadiq brand and visibility to the local community.

"We will continue to build our brand presence and awareness here as we would like to entrench ourselves with the locals. We certainly hope that the opening of our new branch will generate positive response and gives us platform to interact and learn their financial needs," added Azrulnizam.

## **Next Generation Branch**

The Nusa Bestari branch along with two other newly-opened branches in Bangsar and Klang are the first with futuristic interior, innovative design and high-tech systems as part of Standard Chartered Group's new branch design project which present a sophisticated open-style interior.

Azrulnizam said,

"The branch is expected to provide differentiated services, appeal to next generation customers, and increase customer transactions through its innovative design and systems. I hope the sophisticated open interior will allow customers who visit us to have more than just a banking experience. I hope it also encourages customers to purchase more products and recommend us to family and friends."

## **Strategic Partnership with Etiqa Takaful**

To mark the new branch opening, Standard Chartered Saadiq also announced a tie-up with Etiqa Takaful to launch new Islamic insurance (Takaful) products namely Sayyid Takaful Investment-Linked Plan, Saadiq Takaful PA, Saadiq Takaful Aman and Saadiq Takaful Aqil.

Commenting on the partnership, Shahril Azuar Jimin, CEO, Etiqa Takaful said,

"We are indeed happy to be in partnership with Standard Chartered Saadiq as this venture helps to make Takaful more easily available to a wider group of customers. This is very much in line with our brand platform of humanizing insurance and takaful where we want to make the business easier and simpler for our customers and the public in terms of processes, accessibility and much more. With Standard Chartered

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Saadiq as a strong bancatakaful partner, Etiqa Takaful will definitely see a higher business growth through its bancatakaful channel."

Azrulnizam said,

"As we move into wealth management, offering Takaful products is a natural progression to meet the needs of our customers. We are delighted to associate ourselves with the country's largest Takaful player with 44% market share, extensive experience and voted for various awards for products and services excellence."

Sayyid Takaful Investment-Linked Plan is an open-ended single contribution plan that aims to help achieve one's investment goals while providing Takaful coverage. Unlike unit trusts, customers no longer need to seek separate parties for investment and Takaful coverage. The first fund under the Sayyid plan is the Newgate Shariah Compliant Global Resource Fund, which is meant to seek long term growth but protects against inflation with the ability to tap into multiple global macro themes.

Saadiq Takaful PA is a Shariah-compliant personal accident plan with coverage for death, total permanent disability and injuries due to accident as well as snatch theft injuries while Saadiq Takaful Aman and Aqil are family Takaful plans that offer affordable premium and personal tax relief.

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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.

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

branches located in Taman Tun Dr Ismail, Bangsar in Kuala Lumpur, Ampang Point, Shah Alam and Bukit Tinggi Klang in Selangor and Taman Nusa Bestari in Johor Bahru.

Standard Chartered employs more than 6,000 employees in all its Malaysian operations.

### **Etiqua Takaful Berhad**

Etiqua Takaful Berhad is the leading Takaful operator in Malaysia with a market share of 44% and a total revenue of RM2.369 billion as of its 2009/2010 financial year, ended 30th June 2010. It provides both family and general takaful products and services through more than 20,000 agents and 30 branches nationwide plus through more than 450 Maybank branches, third-party banks and the Etiqua Online call centre at 1300 13 8888. For more information on Etiqua, please visit [www.etiqua.com.my](http://www.etiqua.com.my).