

press release

FOR IMMEDIATE RELEASE

8-Minutes Service Pledge

First Bank in Malaysia to contribute RM1 to charity for every customer not served within 8 minutes at a counter

Petaling Jaya, Thursday, 31 March 2011 – Standard Chartered Bank Malaysia Berhad is the first bank in Malaysia to announce a service pledge where the Bank commits to a minimum standard of service at the branch¹, after which it will contribute RM1 to charity.

This initiative is a part of the Bank's overall approach to drive superior customer service through innovation. It also reinforces the Bank's commitment to embed a strong service culture among employees in the way they work and providing friendly, fast and accurate service as a minimum standard of service at Standard Chartered branches.

The 8-Minutes Service Pledge was officially launched today at a ceremony held at the Kota Damansara branch, attended by Steve Bertamini, Group Executive Director and Chief Executive Officer of Consumer Banking; Ajay Kanwal, Regional Head of Consumer Banking, South East Asia; Tiew Siew Chuen, Country Head of Consumer Banking, Malaysia and Looi Kok Soon, General Manager, Distribution, MY/ SEA, Consumer Banking Malaysia.

¹ Only applicable to teller-counter transactions, within the operating hours at all 38 Standard Chartered branches.

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Steve Bertamini, Group Executive Director and Chief Executive Officer of Consumer Banking said:

“The 8- Minutes Service Pledge reinforces our commitment to deliver fast, friendly and accurate service to our customers and provide them with the best banking experience. This pledge is another example of our commitment to becoming the Bank our customers recommend to their friends, family and colleagues.”

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

“At Standard Chartered, we are constantly finding new ways to bring the best in service innovation for the benefit of our customers. The 8-Minutes Service Pledge is one of our many initiatives to improve our service turnaround as we strive to become the best International Bank.”

The latest Market Probe survey tells us that customer satisfaction with our teller services has improved from +8 to +32 in Net Promoter Score² in 2010, which is four times better than the previous year.

This service pledge will start from the time a customer retrieves his or her queue ticket from the Advanced Queuing System in the branch and will end the moment the customer's queue number appears on the LCD screen in the branch. The queuing system will automatically track the duration of the customer's waiting time and alert the respective tellers when the 8-minute pledge is not met. With the time-stamp indicated on the queue ticket, customers can also check the

² Net Promoter Score is a common customer satisfaction measure used by banks and other industries as the ultimate measure of customer advocacy. It is the difference between the percentage of customers who give the three highest rating (e.g. 8,9,10) and the percentage of customers who give the bottom five ratings. The marks “Net Promoter”, “NPS”, and “Net Promoter Score” are trade marks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

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duration of their waiting time against the central clock that is displayed on the LCD screens at all time.

At the end of the campaign, the total proceeds will go towards supporting four of the Bank's Sustainability efforts in Malaysia; *'Seeing is Believing'* – the Bank's global fund raising programme that helps to tackle preventable and curable blindness; Living with HIV – the Bank's global programme that aims to reduce the number of new HIV infections and reduce the stigma associated with HIV; Environment – the Bank's global initiative to protect the environment by supporting various environmental-friendly projects such as tree-planting and lake restoration; and Financial Literacy Programme – the Bank's local programme that helps to educate school children on the importance of money management.

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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

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.