

Press Release

**Standard Chartered “Priority Academy” equips
the Next Generation to be Future Leaders**

[Hong Kong -- 19 April 2006] -- Seeing the importance in fostering the second generation to become future leaders and to extend their scope in financial management, Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered”) today announced the launch of “Priority Academy” for young people aged 11-18 years in Hong Kong.

Standard Chartered strives to become the Right Partner of its customers, “Priority Academy” further extends this Standard Chartered service spirit to the family members of its Priority Banking customers. “Priority Academy” aims to provide more exposures and experiences to the children of Standard Chartered’s Priority Banking customers, and nurture the potential of these young people through a wide range of inspirational activities and education workshops.

“Priority Academy” programmes include a “Shanghai Learning Tour”, a “Summer Banking Knowledge Internship Programme” and a “Studying in the United States Seminar”, which provides all-rounded educational experiences to youth on leadership training, financial planning and personal lives. The 10-day “Shanghai Learning Tour” provides a chance for young people to take classes at the renowned Fudan University, and to experience family life in Shanghai. Through the “Summer Banking Knowledge Internship Programme”, young people will be able to gain more knowledge on the banking industry and take a glimpse of the work life inside Standard Chartered by shadowing the Bank’s staff. While the “Studying in the United States Seminar”, conducted by the Institute of International Education and the U.S. Oriental Centre, provides young people all the information on requirement and prospects of studying in U.S. as they plan for their further studies.

Mr. Ben Hung, Country Head of Consumer Banking, Standard Chartered Bank (Hong Kong) Limited, said, “Our internal research tells that family, accounted for 60%, is most valued by our Priority Banking customers. It has also been observed that parents are becoming more willing to invest in their children. In 2005, family’s expenses on education, toys, etc, for children had increased by 40% as compared to a year ago. The numbers of account holders aged 11 to 17 has increased substantially by 25% over the year, indicating parents are encouraging their children to learn about managing finance independently.

“In response to the needs of our customers, a number of family oriented products have been launched by Standard Chartered. For instance, ‘Family Link’ was launched last week, and today, the launch of ‘Priority Academy’ for their next generation.”

“Priority Academy offers Priority Banking customers and their young children a product that goes beyond simple financial management. Apart from equipping young people with financial management knowledge, we want to help our Priority Banking customers to nurture the next generation to become quality leaders for Hong Kong in the 21st century,” said Ms. Mary Lo, Head, Customer Experience Management, Standard Chartered Bank (Hong Kong) Limited.

The series of activities and programmes of Priority Academy are designed to develop the attributes to become future leaders in the young which collate with Standard Chartered’s five corporate values, Courageous, Creative, Responsive, Reliable and International.

To celebrate the launch of the academy, Standard Chartered has also appointed Chan Yik Hei, the Form 5 student cum young inventor, as the Priority Academy Honourable Scholar at the launching ceremony. Chan was also invited to be the first member of the “Priority Academy”.

As a benefit of the “Priority Academy” members, from now till 2 June 2006, young people between aged 11 to 18 years are invited to sign up Excel Banking with maintenance fee waiver till the age of eighteen, or Easy Banking with perpetual maintenance fee waiver.

Priority Academy hotline: 2886 8868

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Notes to the Editor:

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

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the SAR’s three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is ranked in the top 25 among FTSE-100 companies, by market capitalisation. Standard Chartered has a history of over 150 years in banking and is in many of the world’s fastest growing markets. It has an extensive global network of

Priority
Banking



over 1,200 branches (including subsidiaries, associates and joint ventures) in 56 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. As one of the world's most international banks, Standard Chartered employs over 44,000 people, representing 89 nationalities, worldwide. Serving both Consumer and Wholesale Banking customers, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award winning solutions. Standard Chartered is committed to be the Right Partner to all our stakeholders by living its values in its approach to managing its people, exceeding expectations of its customers, making a difference in the communities that we operate in and working with its regulators. The Bank is trusted across its network for its standard of governance and corporate responsibility.