

press release

FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Announced More Offers Fully Support the Special Loan Guarantee Scheme

[Hong Kong --- 1 June 2009] – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”) today announced a series of special offers to small and medium-sized enterprises (SMEs), echoing the recent relief measures as announced by the government.

With the enhanced measures on the Special Loan Guarantee Scheme (“SpGS”) including increased guarantee amount, uplifted revolving loan amount and extended guarantee period, SCBHK will continue to support the SME segment relentlessly. We are among the first group of participating lending institutions since the launch of SpGS and we welcome the recent enhancement to the scheme. To support the upgraded scheme, SCBHK is presenting a series of offers to meet the financing needs of SMEs. The offers consist of four parts as follows:

(1) 24-hour Express Approval: For all Small Business Instalment Loan (“BIL”) applications, indicative approvals will be provided within 24 hours.

(2) SpGS Dedicated Hotline: A new hotline 2282 6682 with dedicated personnel will answer all enquiries and set up appointments on SpGS.

(3) 24-hour Appointment: Our Relationship Managers will approach the customers within 24 hours upon receipt of their appointment requests.

(4) Bonus Rewards: For all successful applications through designated facilities including Trade Services, Express Trade and BIL, customers will enjoy an array of rewards of up to HK\$3,000 Standard Chartered trade services coupons.

Since the beginning of this year, SCBHK has partnered with the Trade and Industry Department and many other trade associations to organize informative customer seminars to introduce the



government loan guarantee schemes, helping more than 1,000 SMEs to get familiar with the various tools and benefits available to them.

In addition to the above offers for SpGS loan applications, SCBHK is firmly supporting SMEs in many aspects. Betty Ku, Regional Head of Greater China, SME Banking, reinforced that SCBHK will continue to partner strategically with Hong Kong Trade Development Council through the “Powering SMEs Development Program” to bring meaningful activities including seminars, workshops, networking receptions, business matching, and business mission to the SME sector to help them explore new opportunities rising from emerging markets. More than 3,000 SMEs are expected to benefit from the program. “Hong Kong’s total exports to Middle East and Africa both increased 11.3% in 2008, while exports to India recorded a significant growth of 50%.¹ We also foresee a positive GDP growth in 2009 for these new markets, making them more attractive for Hong Kong SMEs as compared to the contracted economies in the United States or Eurozone,” said Ku.

The promotional offers² will be supported by a full range of marketing and advertising activities. For details of the offers, please refer to relevant promotional leaflets.

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Notes to the Editor:

Hong Kong

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, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation.

¹ Source: Hong Kong Trade Statistics, Census & Statistics Department

² Promotional offers are subject to terms and conditions. For details, please refer to promotional leaflets or contact our relationship managers.



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.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 70,000 people, representing 125 nationalities, in more than 1,600 branches and outlets located in over 70 countries.

Standard Chartered Bank (Hong Kong) Limited was named the "Employer of Choice" at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award for two consecutive years in 2008 and 2009.

For more information, please visit: www.standardchartered.com
