

PRESS RELEASE

Standard Chartered Priority Banking Launches Total Relationship Rewards Leading to a Surge in New Customers

Continue to recruit Relationship Managers to meet growth aspiration

[21 August 2009, Hong Kong] – During these changing times in the economy, affluent customers have become more discerning about their financial matters. Their demands on financial services are not only higher, but also more internationalized. Standard Chartered (Hong Kong) Limited (“SCBHK”) has continued to earn the trust of its customers during the financial crisis, demonstrated by a double-digit percentage year-on-year growth in the number of “Priority Banking” customers. To further reinforce its market leading position, Standard Chartered has rolled out a new global strategy for Priority Banking - introducing a “Total Relationship Rewards” scheme and professional, all-rounded comprehensive services.

Market response has been overwhelming since the introduction of enhanced Priority Banking services at the end of July, doubling the weekly new “Priority Banking” customers compared to the first half of the year. To meet business development needs and further expand its portfolio of affluent customers, SCBHK is proactively recruiting experienced Relationship Managers since the beginning of the year and will continue hiring in the market, planning to double the size of its “Priority Banking” Relationship Manager team in the next 12-18 months.

Mee Har Foo, Global Head, Premium Banking, Standard Chartered PLC specifically flew to Hong Kong to share the Bank’s enhanced Priority Banking proposition with the media, commenting: “Over the past five years, emerging markets saw double digit growth in household wealth. In the next four years, Asia wealth (ex-Japan) is expected to grow by 12%, tripled the growth rates of western markets. Asian (ex-Japan) affluent population will grow from 16 millions to 23 millions by 2012. But the needs of this segment have largely been underserved and their relationships with banks remain fragmented. Now that customers’ risk appetites have changed substantially as a result of the financial crisis, they are looking for a bank they can trust wholeheartedly, that thoroughly understands their needs. From an independent research, we have been encouraged by the strengths of our bank and the trust the customers placed with us.

“The number of affluent individual in Hong Kong is expected to grow 25% by 2012. Hong Kong also benefits from the rapid growth of China. It is estimated that 78% of the new Asian affluent population in the next four years will come from China. As an international financial centre with close proximity, Hong Kong has an important role to play in capitalizing on this growth opportunity. Standard Chartered’s unique position in the market has enabled us to earn even greater trust from our customers during the financial crisis. We feel this is an opportune time now to enhance our “Priority Banking” services and increase our market share,” added Ms Foo.

Ms Susanna Liew, General Manager, Premium Banking, SCBHK said, “The product holdings of Priority Banking customer is 2 times of non-Priority Banking customers. Their needs and demands are the driving force behind our continuing efforts to enhance our services.”

To satisfy affluent customers’ needs and expectations for excellent banking services, Standard Chartered “Priority Banking” provides an all-rounded banking experience through Service, Benefits and Solutions. **Ms Liew** continued, “Standard Chartered Priority Banking offers ‘Total Relationship Rewards’, a distinct first in many of our markets, in order to express our gratitude to customers for their patronage. Customers are able to earn reward points not only on their credit card spending, but also through their balances in deposits, investments, insurance, personal instalment loans and mortgage, etc. Accumulated points can be used to redeem rewards, air miles, cash coupons and the like.”

Standard Chartered “Priority Banking” is also simultaneously introducing the “**Priority Banking**” **Credit Card**, which is equivalent to VISA’s premier credit card, the VISA Infinite. Customers will be eligible to earn double reward points on all their card spends.

Priority Service is provided by dedicated and well-experienced customer relationship managers supported by a professional team of product experts. They will not only manage customers’ banking, investments and other business, but also help them fulfill their local and overseas financial needs with their strong international banking experience.

Priority Solutions takes care of both the day-to-day and long-term investment needs of customers by means of a full range of banking services solutions, such as savings and deposits, investment, insurance, loans, etc. Customers can also enjoy the ease and convenience of having their finances handled through a one-stop wealth management service.

For Photos: http://www.fingertips.hk/download/pb_press0809.zip

For media enquiries, please contact:

Cathy Kwong / Gabriel Kwan

Corporate Affairs, Standard Chartered Bank (Hong Kong) Limited

(Tel : 2820 3083 / 2820 3036)

or

Fingertips Company Limited

Evon Yap Tel: 9257 4534 / 2851 7100

Ellis Law Tel: 9306 4189 / 2851 7100

Notes to Editor:

About Standard Chartered

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.

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 around 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

Press Release Appendix

TOTAL RELATIONSHIP REWARDS

TOTAL RELATIONSHIP REWARDS Bonus Points Calculation Table:

Product Categories	Reward Basis	No. of Bonus Points earned (monthly)	The Maximum Bonus Points earned (monthly)
Priority Banking Credit Card	Every HK\$1 retail spend made local and overseas	2 Bonus Points	No Limit
Deposits and Structured Deposits	Every HK\$100,000 daily average balance	500 Bonus Points	10,000 Bonus Points
Investments		500 Bonus Points	10,000 Bonus Points
Insurance		500 Bonus Points	10,000 Bonus Points
Personal Instalment Loan	Every HK\$100,000 month end outstanding loan balance	500 Bonus Points	10,000 Bonus Points
Mortgage Loan		100 Bonus Points	10,000 Bonus Points

Here's an example of how you can earn more Bonus Points on your Priority Banking Credit Card:

Existing portfolio of accounts	Monthly Spend or Daily Average Balance in a month or Month-end outstanding loan balance (where applicable) (HK\$)	No. of Bonus Points earned (monthly)	Bonus Points earned in one year (12 months) [^]
Priority Banking Credit Card's local and overseas spend	\$8,000	16,000	192,000
Deposits and Structured Deposits	\$900,000	4,500	54,000
Investments	\$800,000	4,000	48,000
Insurance	\$400,000	2,000	24,000
Personal Instalment Loan	\$100,000	500	6,000
Mortgage Loan	\$3,000,000	3,000	36,000
Total Bonus Points accumulated in a month			30,000
Total Bonus Points accumulated in a year			360,000*
* With 360,000 Bonus Points, you have the choice of redeeming HK\$1,400 worth of shopping vouchers OR 30,000 Asia Miles™ for a Hong Kong to Tokyo round-trip ticket.			

[^] Assume the Bonus Points earned monthly remains the same for the whole year for all product categories.

Please visit www.standardchartered.com.hk for details.

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