

# press release

FOR IMMEDIATE RELEASE

2<sup>nd</sup> June, 2008

## **The Standard Chartered Private Bank in China Launched “Fast-tracked Club”**

*Personalized development plan for Wealthy-Second-Generations*


(June 2<sup>nd</sup> 2008, Shanghai) – The Standard Chartered Private Bank in China recently announced the launch of its “Fast-tracked Club” – an initiative to support the all-round growth of the second generation of its private banking clients. Different from the commonly-seen summer wealth management education camps offered in the market, “*Fast-tracked Club*” aims at providing a systematic long-term personalized development plan for the second generation of High Net Worth Individual (HNWI) Chinese to meet their special wealth management needs. This approach signifies the vision of Standard Chartered’s Private Banking business: “Delivering for generations”.

The challenge of sustaining the growth of their hard-earned fortune is becoming a big issue for the wealthy Chinese. With 150 years of heritage in China, Standard Chartered understands the importance of educating the youth in order to create a legacy for the use of generations. “We do not only provide specialised financial products and services for our private banking customers, more importantly, we strive to provide them with personalized value-added service such as this ‘*Fast-tracked Club*’,” said Karen Chan, Head of Private Banking, Standard Chartered Bank (China) Limited.

“*Fast-tracked Club*” is a long-term programme targeting the second generation (age from 6-21) of Standard Chartered’s Private Banking clients. With Overseas Excursion, Quality Life, Healthy Lifestyle and Special Privilege being the four pillars of the programme, “*Fast-tracked Club*” will organize regular themed events helping the “Wealthy-Second-Generation” to achieve all-round development and become real elites who will not only inherit but can further develop their family fortune.

“*Fast-tracked Club*” fully leverages Standard Chartered’s global strength. For example, the destination of this year’s overseas excursion is Dubai – a place where Club members can experience the bank’s first-class private banking service model by visiting the the family office of the Bank’s Private Banking centre in Dubai.

Other activities to be organised for Club members include charity programmes, health hotlines, and financial training courses making use of world class computer simulation software. All these programmes will help Club members building up their wealth management knowledge and strengthening their ability to improve the quality of life.



“This club will be a platform for the second generation of our clients to communicate and build up their own peer network. In the meantime, Standard Chartered Private Bank aims to offer more value-added service to cultivate a long-term creditable relation with our clients to help them deliver their fortune for generations,” concluded Karen.

Standard Chartered China successfully launched its private banking business in Shanghai and Beijing last year.

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Note to Editors

**The Standard Chartered Private Bank**

The Standard Chartered Private Bank's heritage stems from over 150 years of international banking excellence that is the Standard Chartered Bank.

The Standard Chartered Private Bank works with clients and their families to understand not just their financial goals but also their fundamental beliefs and values. By offering true open architecture and best of breed products as well as delivering first-class service for the daily banking needs of its clients, The Standard Chartered Private Bank is ideally placed to help clients achieve what they want from their wealth.

We draw on the strength of the Standard Chartered Bank network to deliver a portfolio that is truly personal to the individual. Our clients benefit from a broad array of specialised products and services that can better meet complex needs as their wealth grows, ranging from margin trading, complex credit solutions, structured products, commodities and estate planning, to a wide range of investment products including mutual funds and discretionary portfolios, to the transactional deposits and savings accounts.

Headquartered in Singapore, The Standard Chartered Private Bank has a broad geographic footprint that spans 34 offices across 5 continents.

For more information, please visit: [www.privatebank.standardchartered.com](http://www.privatebank.standardchartered.com)