

# press release

For Immediate Release

June 6, 2008

## **STANDARD CHARTERED CHINA IS NAMED AS THE “BEST FOREIGN RETAIL BANK IN CHINA”**

**Shanghai, 6 June, 2008** – Standard Chartered Bank (China) Limited was named as The Best Foreign Retail Bank in China at the 2008 Future Banking in China Conference and The Asian Banker’s Excellence in Retail Financial Services 2008 Awards ceremony in Shanghai yesterday. The event is co-hosted by the Asian Banker Magazine and Shanghai Banking Association. Christine Ip, Head of Consumer Banking, Standard Chartered Bank (China) Ltd attended the award ceremony and gave opening remarks.

“Being the first batch of foreign banks locally incorporated in 2007, the banking and financial industry in China has been benefited from the opened-up market with opportunities for future development. The local market has been revitalized, resulting in better and more convenient service to our local customers. With our financial expertise and global network, Standard Chartered China is committed to supporting the development of local financial market.” Christine said in her speech.

Around 400 business leaders and industry experts from the banking sector over the world attended the two-day conference on “Managing sustainability in an era of rapid Developing”. Bryan Henning, Global Product Head of Wealth Management at Standard Chartered was the speaker on “Building a Superior Customer-Centric Wealth Management Business Model”. With a healthy wealth management concept of “Plan-Build-Protect” and an emphasis on

Asset Allocation investment strategy, Standard Chartered aims to help local customers establish a balanced investment portfolio. Since the debut of retail RMB services in China, Bank's Wealth Management business has enjoyed a rapid growth.

Christine Ip was appointed as the Head of Consumer Banking at Standard Chartered Bank (China) Ltd from 2006, and was also one of the key members to drive the successful launching of bank's retail RMB services in China. Her achievement was well-recognized by the industry and rewarded "Retail Leadership Award 2007" by Asia Retail Congress earlier this year.

"The achievement of our China consumer banking business is attributed to our leading position in product innovation, which enables us to transform into a full-fledge retail bank in less than six months after receiving RMB license. We introduced several "No.1s" in the market including unsecured personal loan, private bank and business installment loan to SMEs in China. 2008 is the 150<sup>th</sup> year anniversary of our operation in China. With our long heritage, we will continue to focus on improving our customer experience to offer more tailored value-added financial products and service to local customers through initiatives including process streamlining and regionalisation management."

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Notes for the editors:

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

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, ranks among the top 25 companies in the FTSE-100 by market capitalization. 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. Its income and the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

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 over 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries. The bank derives more than 90 per cent of its operating income and profits

from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

The group 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.

In China, the Bank set up its first branch in Shanghai in 1858, and has remained in operation throughout the past 150 years. Standard Chartered Bank (China) Limited is one of the first banks to incorporate officially in China in April, 2007. This demonstrates the Bank's commitment to the China market, and its leading position as a foreign bank in the banking industry.

Standard Chartered China has one of the largest foreign bank networks – with 14 branches (Nanchang branch to be opened), 26 sub-branches and 2 representative offices in China. In 2007, Standard Chartered China was granted the “Top 10 Financial Institution Award” and the “Best SME Services Award” by China CFO World, and has been named the “China's Best Corporate Citizenship” by 21st Century Business Herald.

For more information on Standard Chartered, please log on to [www.standardchartered.com](http://www.standardchartered.com).