

Well positioned for Asian recovery

Analyst trip 2009

Jaspal Bindra
CEO Asia

Analyst trip 2009 agenda - Day 2

| | | |
|---------------|---|-----------------------------------|
| 08:00 – 08:05 | Introduction | Jaspal Bindra |
| 08:05 – 08:35 | Guest speaker | Eddie Yue, HKMA |
| 08:35 – 09:30 | Greater China overview | Jaspal Bindra |
| 09:30 – 09:35 | 150 years in Hong Kong | Julian Fong |
| 09:35 – 10:20 | Hong Kong overview & strategy | Ben Hung |
| 10:20 – 10:35 | Tea & Coffee Break | |
| 10:35 – 11:10 | Hong Kong Wholesale Banking | Gloria Chow / Sundeep Bhandari |
| 11:10 – 11:45 | Hong Kong Consumer Banking | Mary Huen |
| 11:45 – 12:00 | Asia recap | Jaspal Bindra |
| 12:00 – 12:45 | Lunch with economic presentation | Gerard Lyons |
| 13:00 | Coach to airport / Flight to Seoul | |

Forward looking statements

It is possible that this presentation could or may contain forward-looking statements that are based on current expectations or beliefs, as well as assumptions about future events. These forward-looking statements can be identified by the fact that they do not relate only to historical or current facts. Forward-looking statements often use words such as anticipate, target, expect, estimate, intend, plan, goal, believe, will, may, should, would, could or other words of similar meaning. Undue reliance should not be placed on any such statements because, by their very nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results, and the Group's plans and objectives, to differ materially from those expressed or implied in the forward-looking statements.

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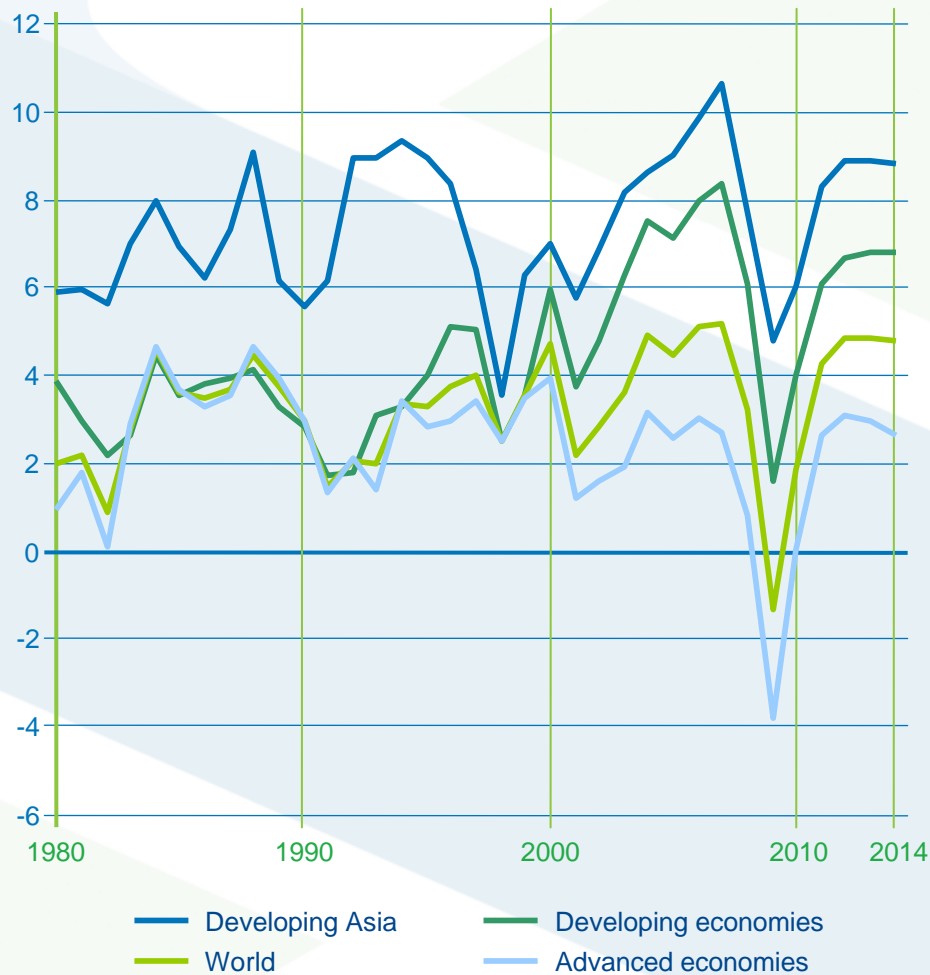
Standard Chartered undertakes no obligation to revise or update any forward looking statement contained within this presentation, regardless of whether those statements are affected as a result of new information, future events or otherwise.

Questions you may have on your mind for Asia

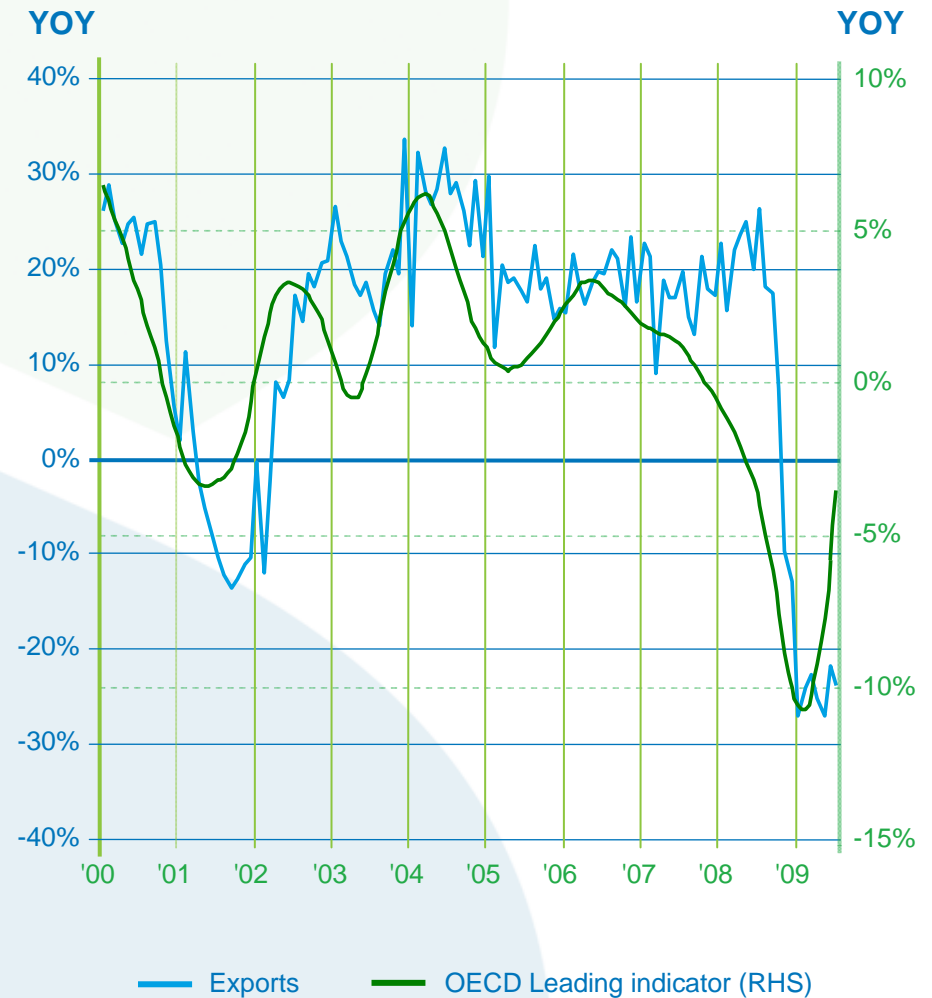
- What's different from the Asian crisis? How are you positioned this time?
- Is Asia's growth sustainable? What's the impact of government intervention?
- Will Asia be able to re-orientate towards domestic demand and consumption?
- Will Asian currencies appreciate? Impact if importance of the US\$ as a reserve currency diminishes?
- Will inflation and interest rates rise? Will asset bubbles re-emerge in Asia?
- How resilient is the banking sector? Who's competing hard?
- How will China respond to India's aim to become a permanent member of the UN Security Council
- How quickly can Asia deepen and broaden its capital markets as westerners look to invest?
- Will ASEAN be able to sell itself as a trading bloc?

Macro overview

Real GDP growth (% YOY)



Export decline bottomed

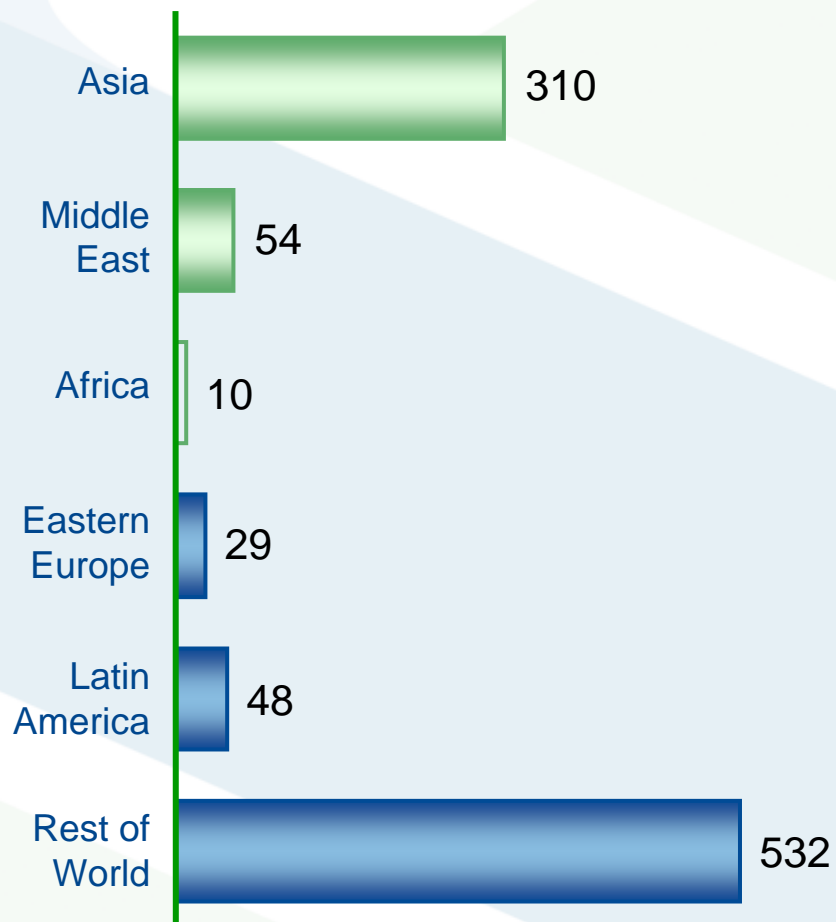


Sources: IMF, ADB, SCB Global Research

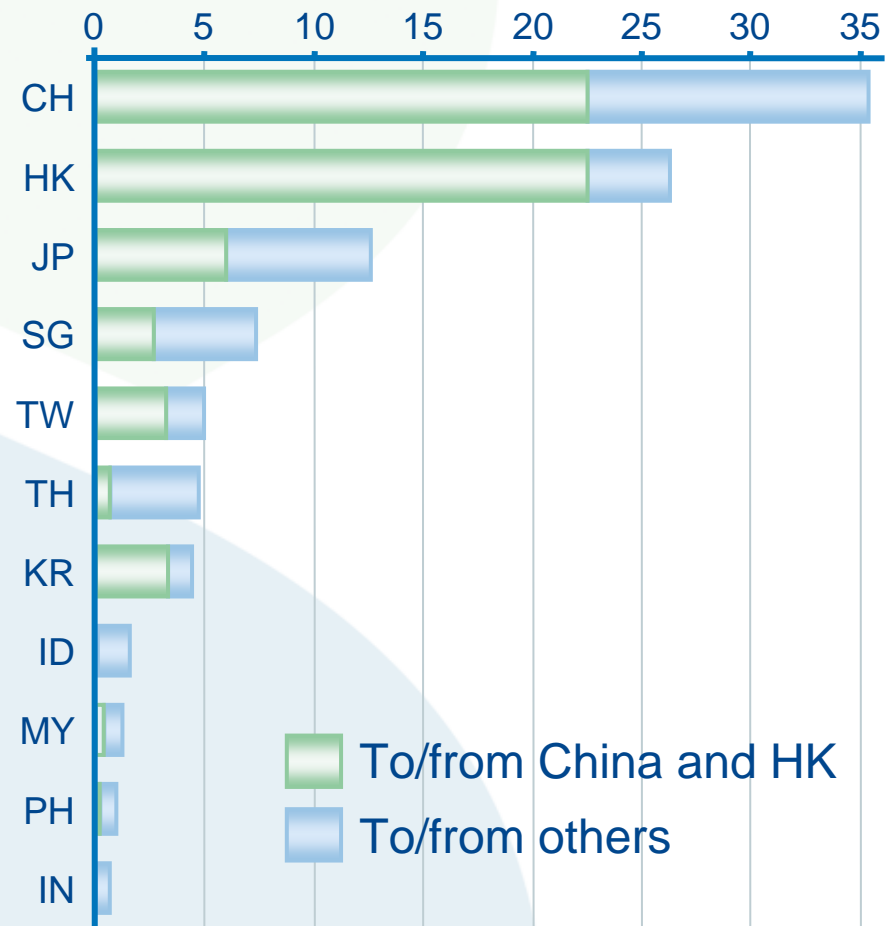
Last data point: July 09

Macro overview

CB Profit pools in 2012 (US\$bn)



% Share of intra-regional bilateral
FDI flows by country (2006)



Sources: IMF, ADB, SCB Global Research

- Well positioned in the fastest growing economies; opportunities remain hugely attractive
- Clear and consistent strategy to deliver revenue growth; foundations are sound
- Ongoing investment in product, distribution, technology and brand
- We remain vigilant of the near term challenges

Standard Chartered in Asia*

- Footprint in 20 markets
- Over US\$315bn assets
62% of Group
- Over US\$9.5bn income
70% of Group
- Over US\$3.5bn PBT
82% of Group
- Over 1,100 branches
73% of Group
- Over 55,000 employees
76% of Group

China – since 1858
54 Branches
4,800 Staff
Income US\$632m
Total assets US\$16bn

Korea – since 1882
370 Branches
6,600 Staff
Income US\$1,576m
Total assets US\$59bn

Taiwan – since 1985
94 Branches
4,300 Staff
Income US\$642m
Total assets US\$18bn

Hong Kong – since 1859
77 Branches
5,600 Staff
Income US\$2,267m
Total assets US\$67bn

India – since 1858
90 Branches
17,000 Staff
Income US\$1,746m
Total assets US\$31bn

Singapore – since 1859
17 Branches
5,400 Staff
Income US\$1,426m
Total assets US\$45bn

Source: Company accounts; * As at 31 December 2008

Diversity is part of our DNA

70,000 people representing 125 nationalities

Over 170 languages spoken group wide

46% female representation globally

Over 15,000 Indian, 6,000 Korean and 12,000 Greater China nationals in the Bank

Flexible working arrangements in place in over 13 markets

Female CEOs in diverse markets ranging from Austria to Zambia

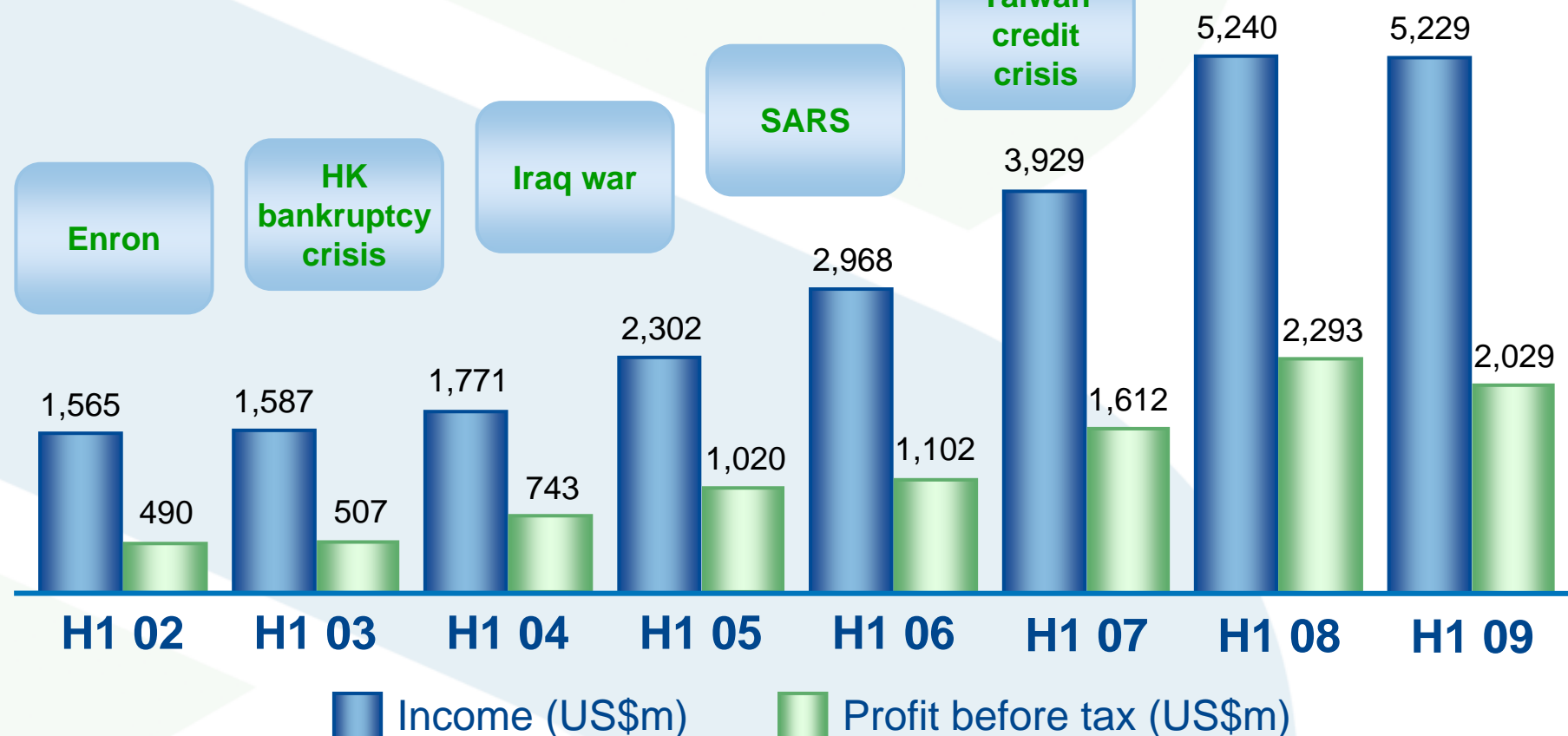
Consistent delivery through various crisis

Operating income

CAGR H102 v H109: 19%

Profit before tax

CAGR H102 v H109: 23%



Source: Company accounts

What's changed since Asian crisis?

Externally

- 97/98 started in Asia; 07/08 started in West
- Lessons learnt
 - Better regulations / governance
 - LTV caps / credit bureaus
 - Government response was swift & sizable; Total Asian stimulus commitments exceed US\$1trn
- Asian economies in better shape
 - Exhibit high growth rates
 - Strong fiscal & monetary fitness
 - Stronger FX reserves (Korea 22x greater, China 14x greater)
- Exchange rates are less volatile
- Banking system today in great shape
 - Better capitalised/ well funded
- Asian consumers / corporates save more and not as leveraged verses the west

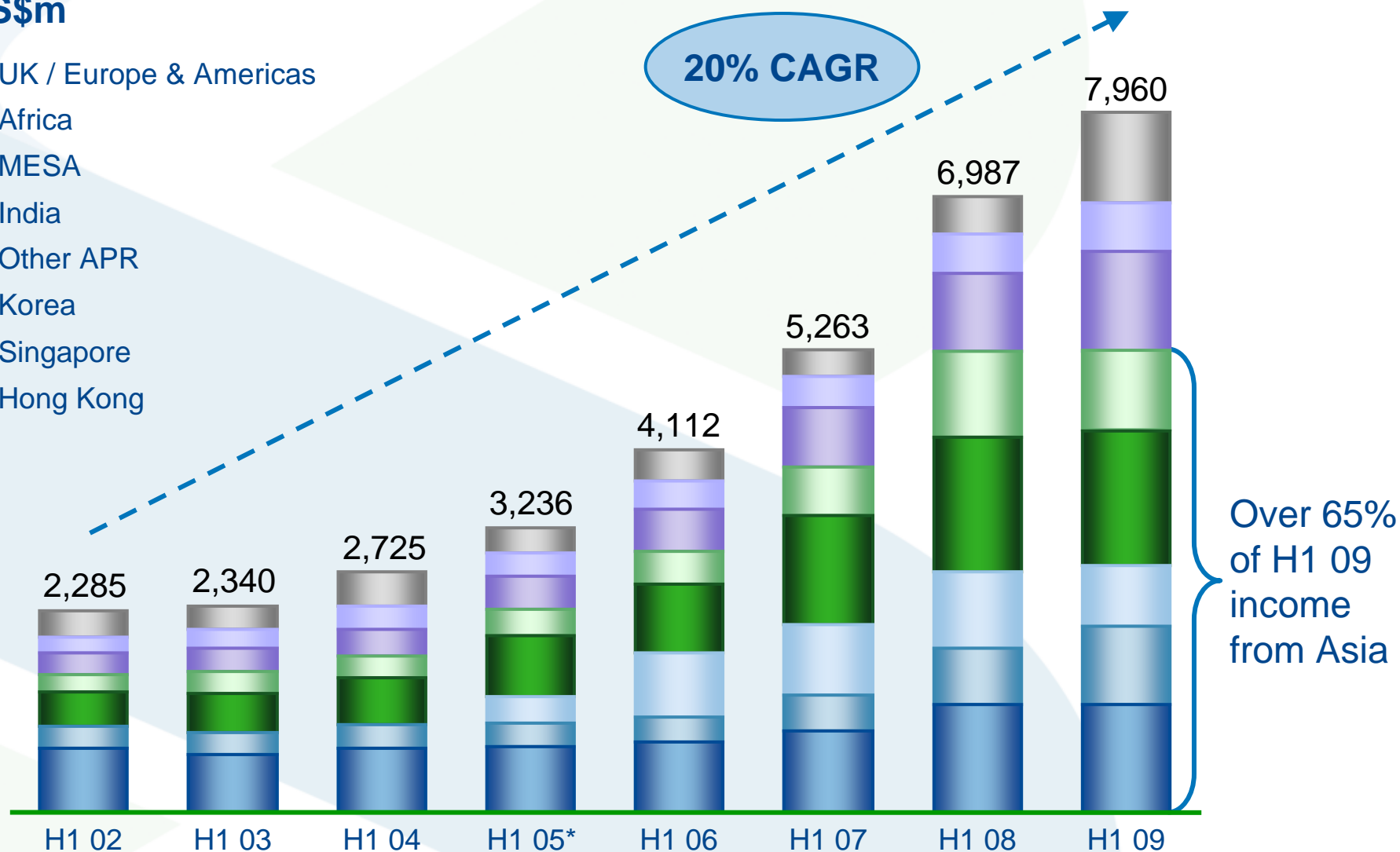
Internally

- Well diversified portfolio by product & geography
- No retail presence in the UK or US
- WB shift from product centric to client centric
- Better collateralised (c.80% CB portfolio secured vs. 61% in 1998)
- Lower concentration (LGD c.31% today vs. 50% in 1998)
- Mortgage book more resilient
 - Well collateralised with average LTV 50%
- Improved risk infrastructure
 - Introduction of scorecards and better credit bureau usage
 - Limited exposure to problem asset classes
 - Collections capacity increased
 - Tighter underwriting criteria
 - Proactive risk management tools in place

Diversified income streams

US\$m

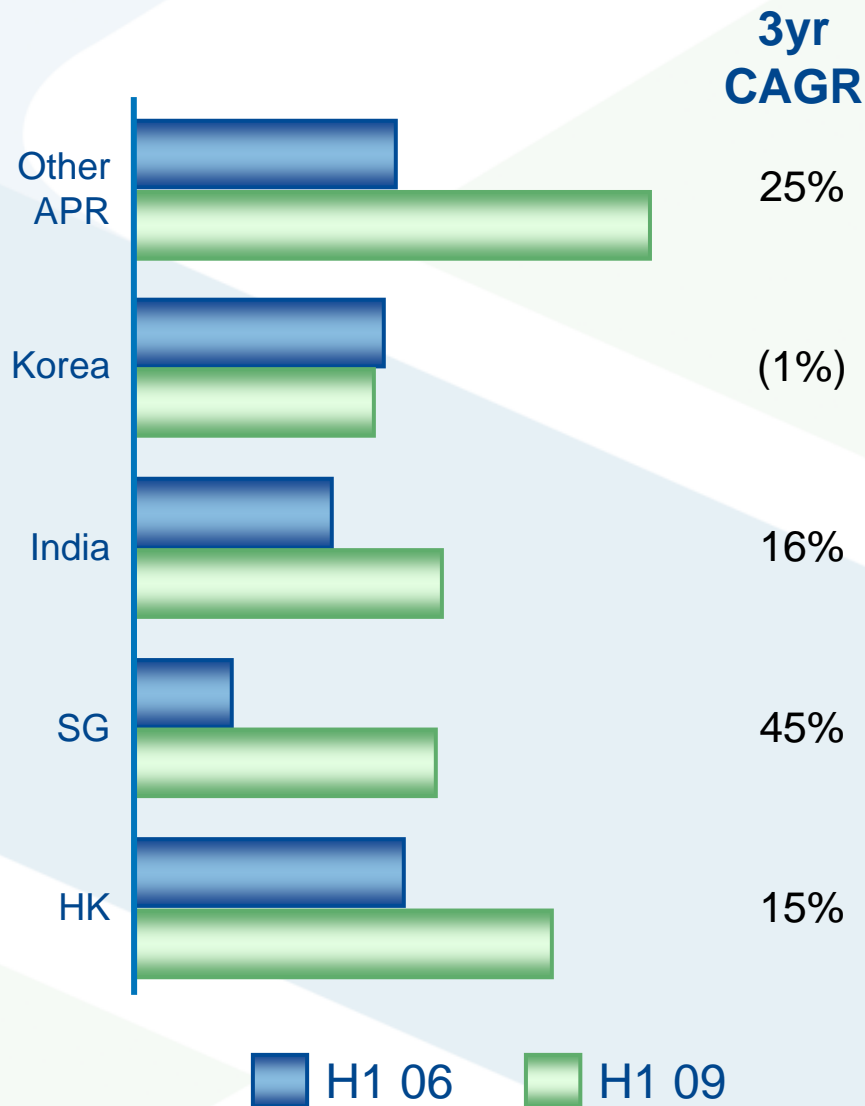
- UK / Europe & Americas
- Africa
- MESA
- India
- Other APR
- Korea
- Singapore
- Hong Kong



Source: Company accounts

* Korea First Bank acquired in 2005

Driven by strong organic growth



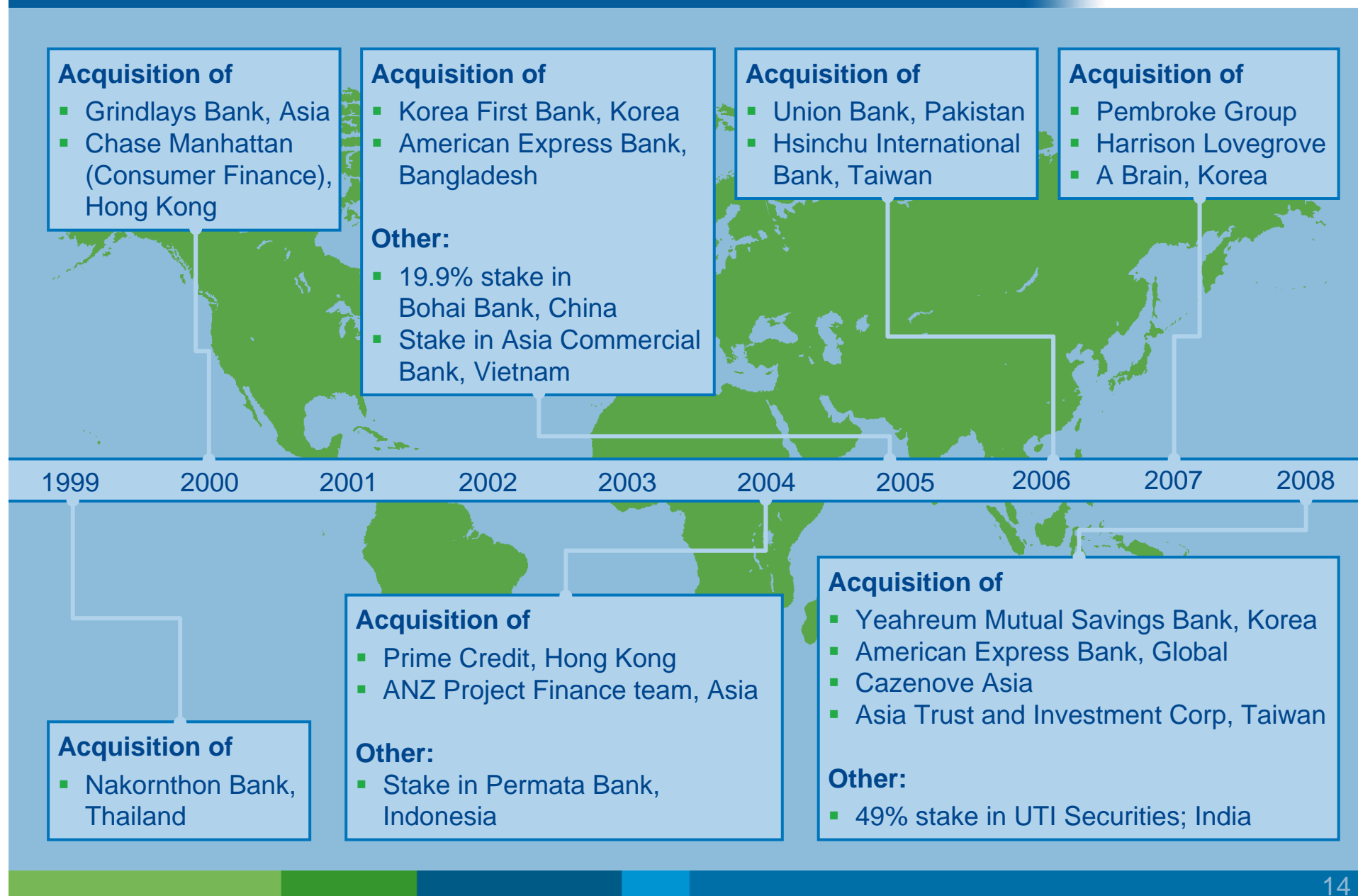
■ Disciplined execution of strategy

■ Franchise in key growth markets

■ Sizable ongoing investment in product, distribution, technology and brand

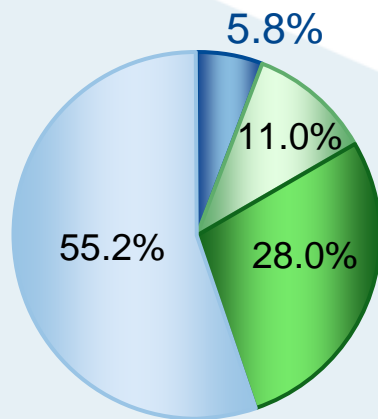
Source: Operating income; company accounts

Recent major mergers and acquisitions

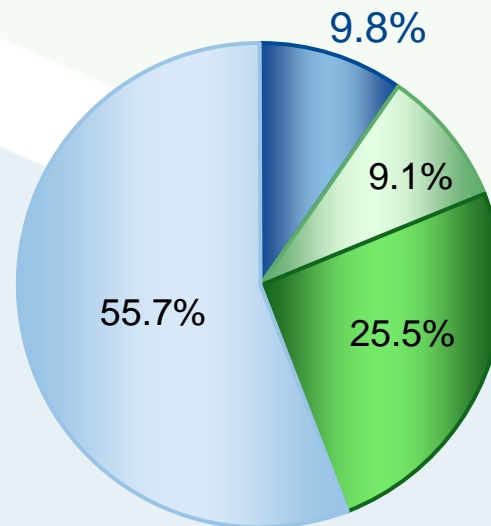


Greater China's economy

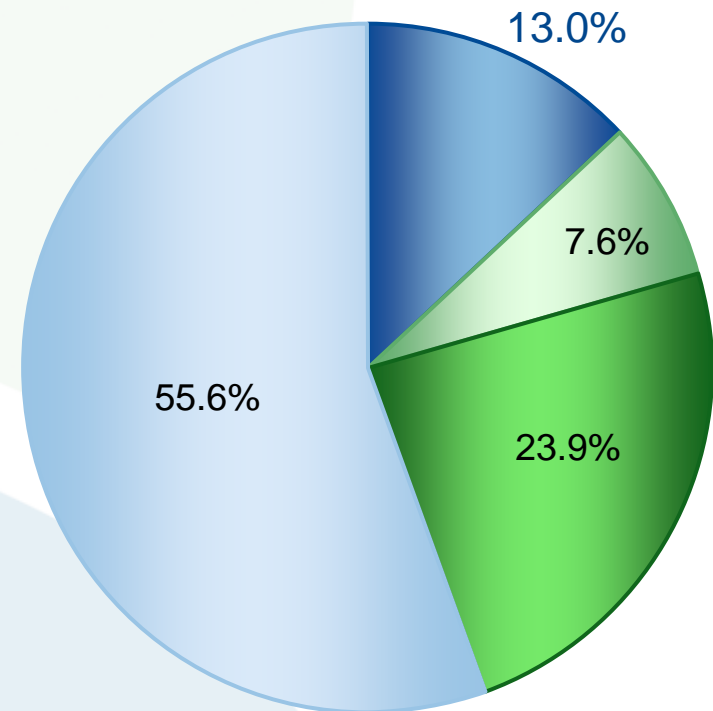
2004



2009



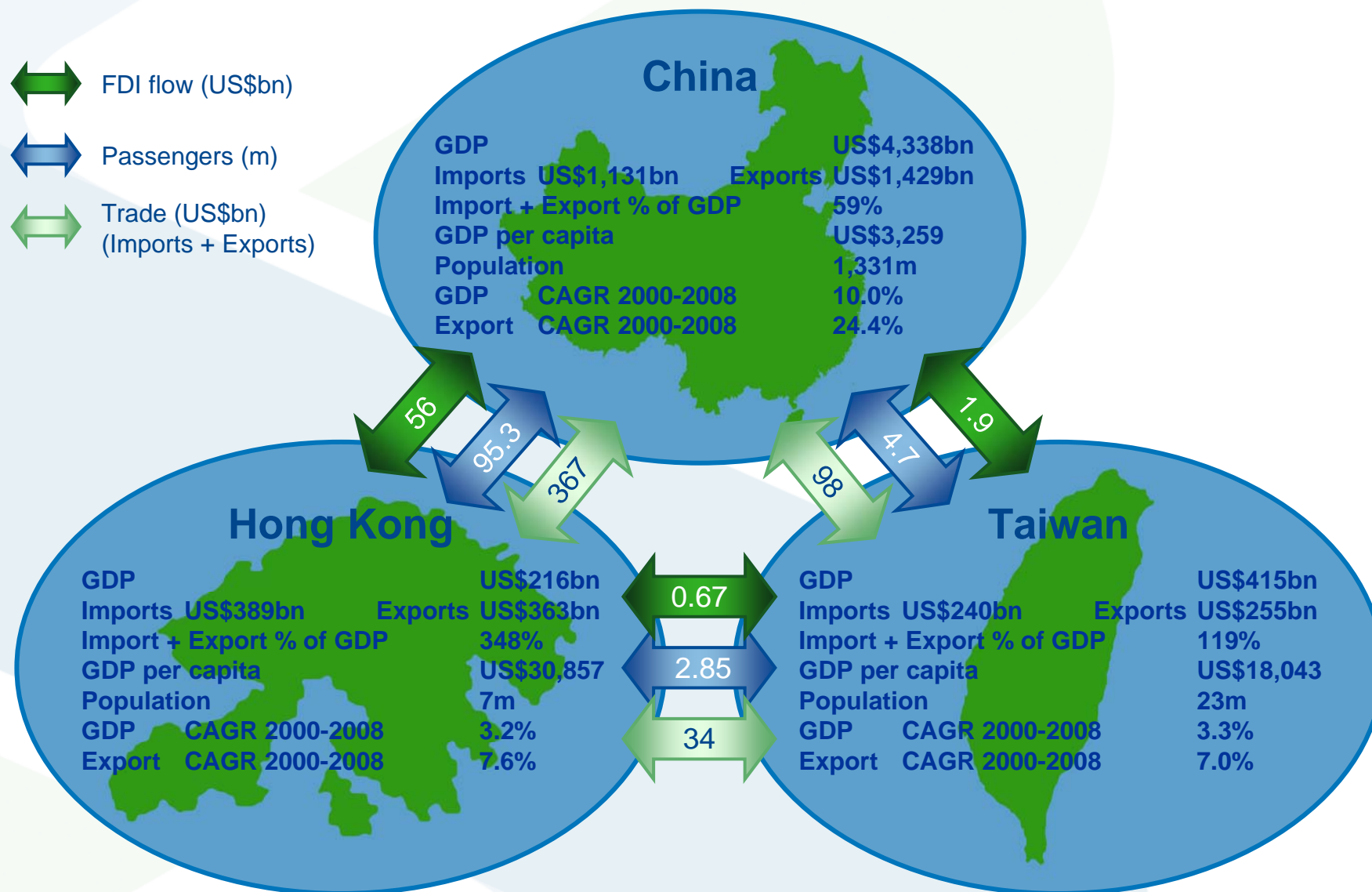
2014



 Greater China  Japan  US  Rest of World

Source: IMF World Economic Outlook Database April 2009

Greater China region today



Sources: Bloomberg, IMF, SCB Global Research

NB: 2008 figures except where indicated

SCB in Greater China

China

| | |
|------------------|-----------|
| Operating income | US\$ 632m |
| # of branches | 54 |
| # of staff | 4,800 |
| CB revenue pool | US\$ 95bn |

Hong Kong

| | |
|------------------|-------------|
| Operating income | US\$ 2,267m |
| # of branches | 77 |
| # of staff | 5,600 |
| CB revenue pool | US\$ 14bn |

Taiwan

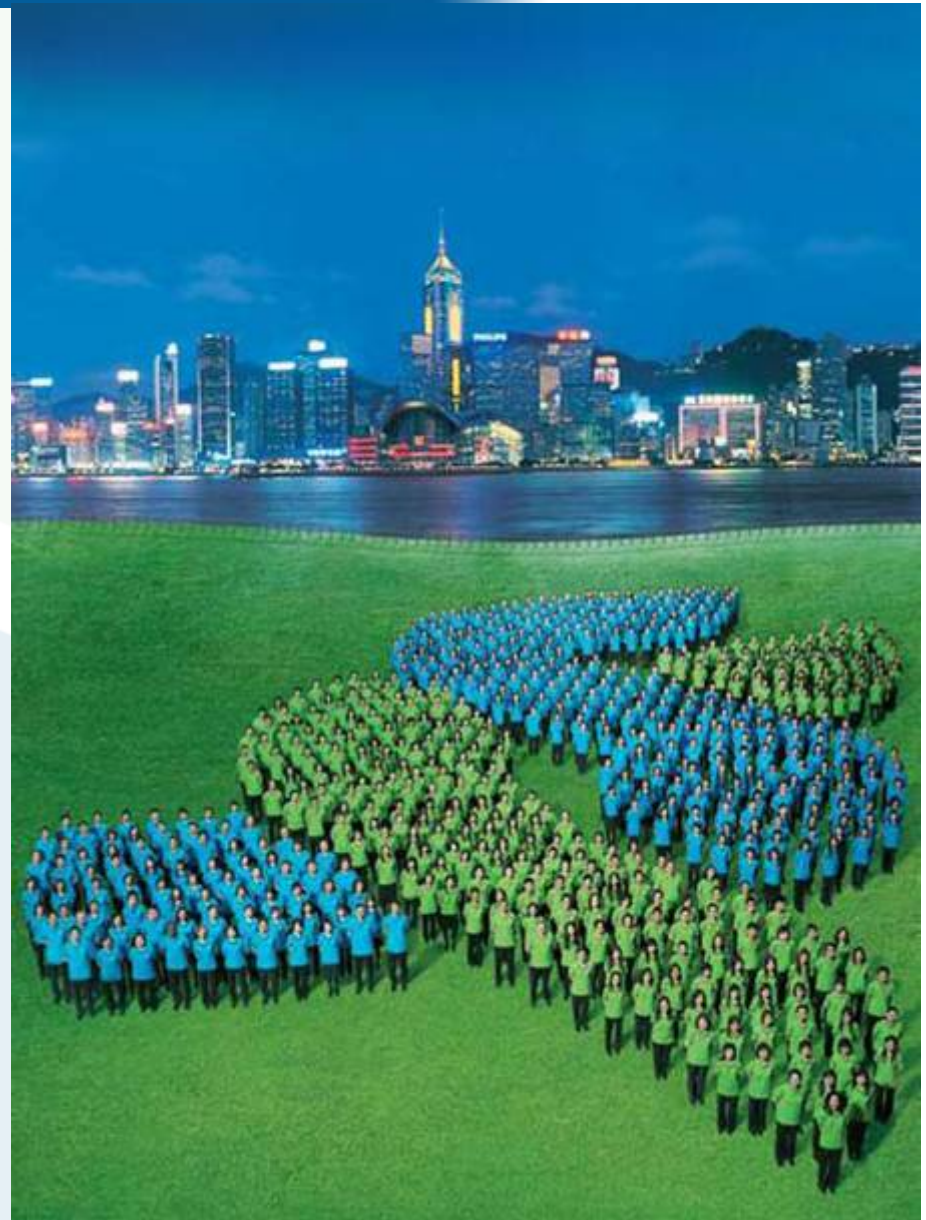
| | |
|------------------|-----------|
| Operating income | US\$ 642m |
| # of branches | 94 |
| # of staff | 4,300 |
| CB revenue pool | US\$ 17bn |

Source: Company accounts; Operating income as at 31 December 2008; CB revenue pool - McKinsey data

Competitive edge in Greater China



- Consistent regional presence spanning more than 150 years
- Leading footprint amongst international banks
- Local scale coupled with international product capability
- Deep local connections and relationships
- Network supporting “trade corridor” needs



Opportunities

- Strong presence in Asia Africa and Middle East
 - Leverage network to deliver “trade corridor” solutions
 - Support our clients overseas expansion plans
- Consumer Banking
 - Customer centric strategy
 - Growing wealth segment
 - Capture cross border SME opportunities
- Wholesale Banking
 - RMB clearing and Financial Markets
 - Transaction Banking capabilities

Challenges

- Prolonged downturn in US / west economies
- Effect of stimuli / re-stocking being short lived
- Regulatory / government intervention
- Subdued investor sentiment

- Well positioned in the fastest growing economies; opportunities remain hugely attractive
- Clear and consistent strategy to deliver revenue growth; foundations are sound
- Ongoing investment in product, distribution, technology and brand
- We remain vigilant of the near term challenges

Q & A

Hong Kong

Standard Chartered Bank (HK) Limited

11 November 2009



1 Hong Kong Overview

Ben Hung

2 Wholesale Banking

Gloria Chow & Sundeep Bhandari

3 Consumer Banking

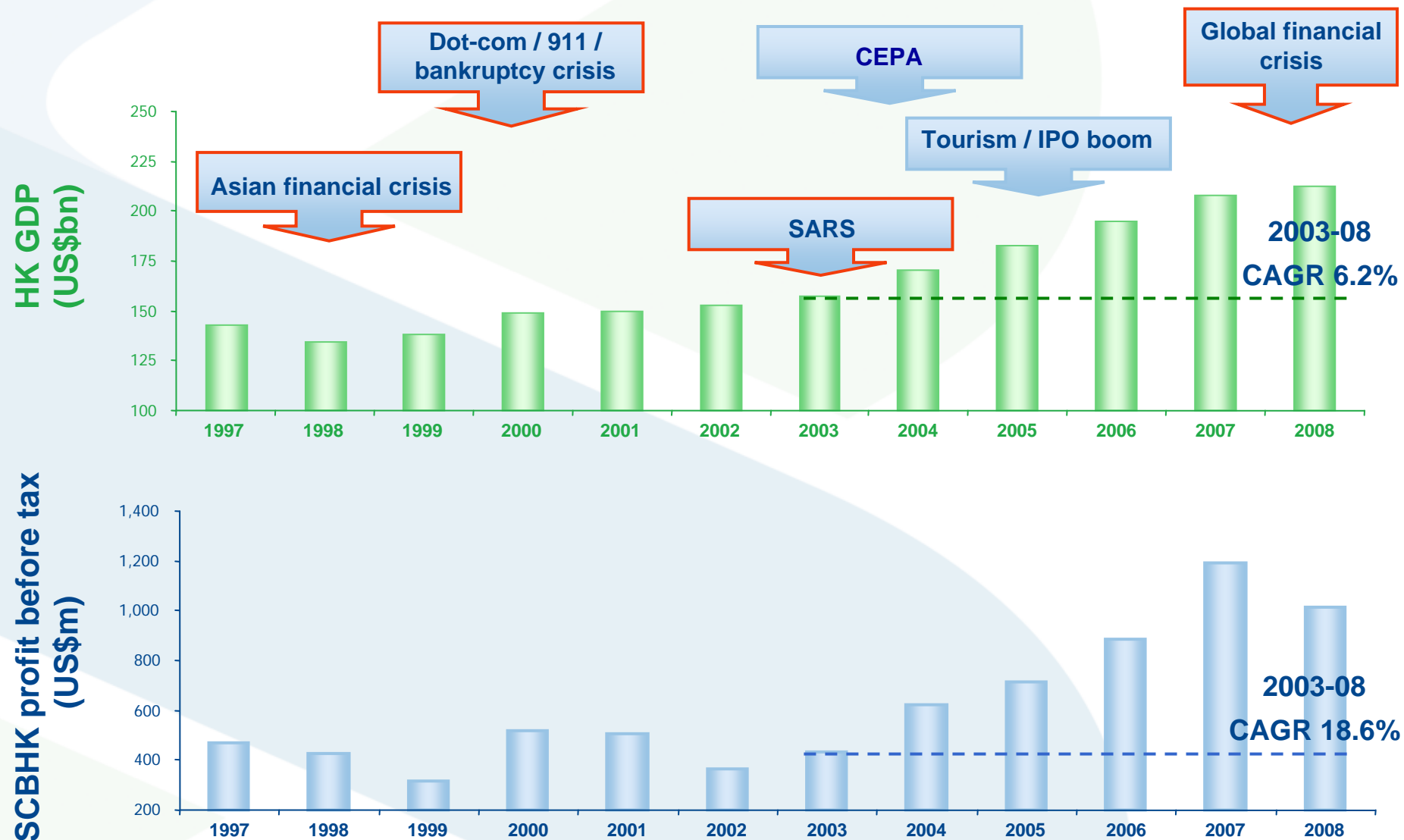
Mary Huen

Key messages

- Hong Kong a profitable growth market
- Deepening linkages with China
- Attractive emerging opportunities
- Excellent franchise to achieve ambition

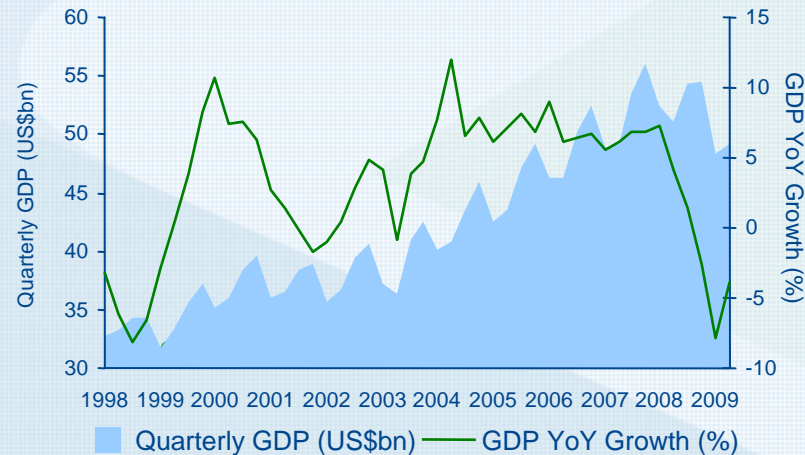


Hong Kong over the past decade

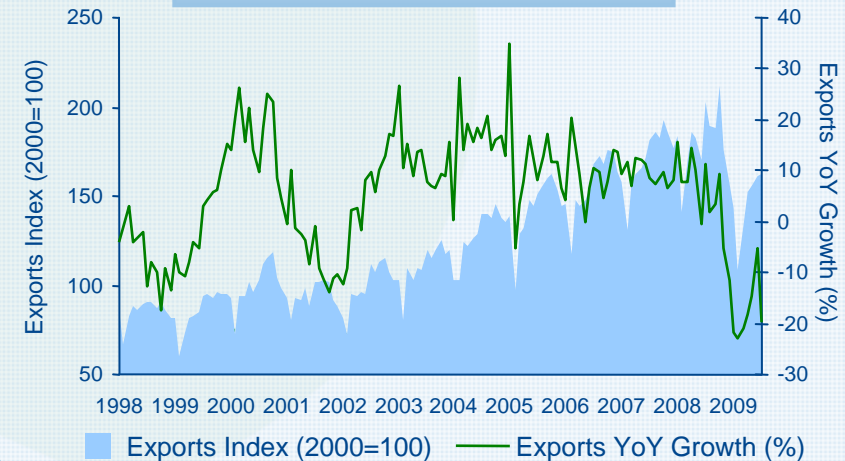


Economic overview

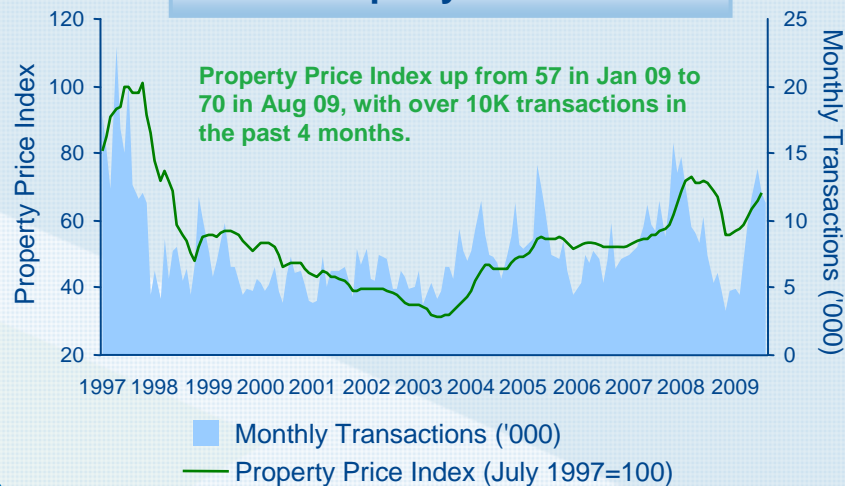
GDP



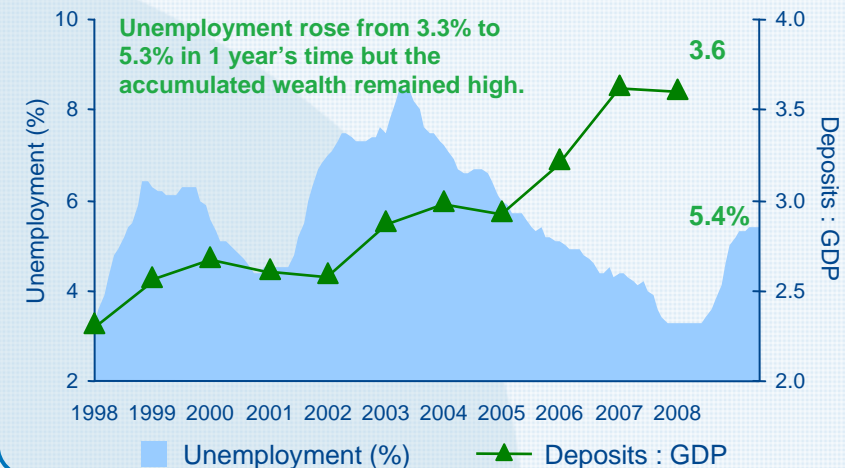
Exports



Property market



Unemployment vs. wealth

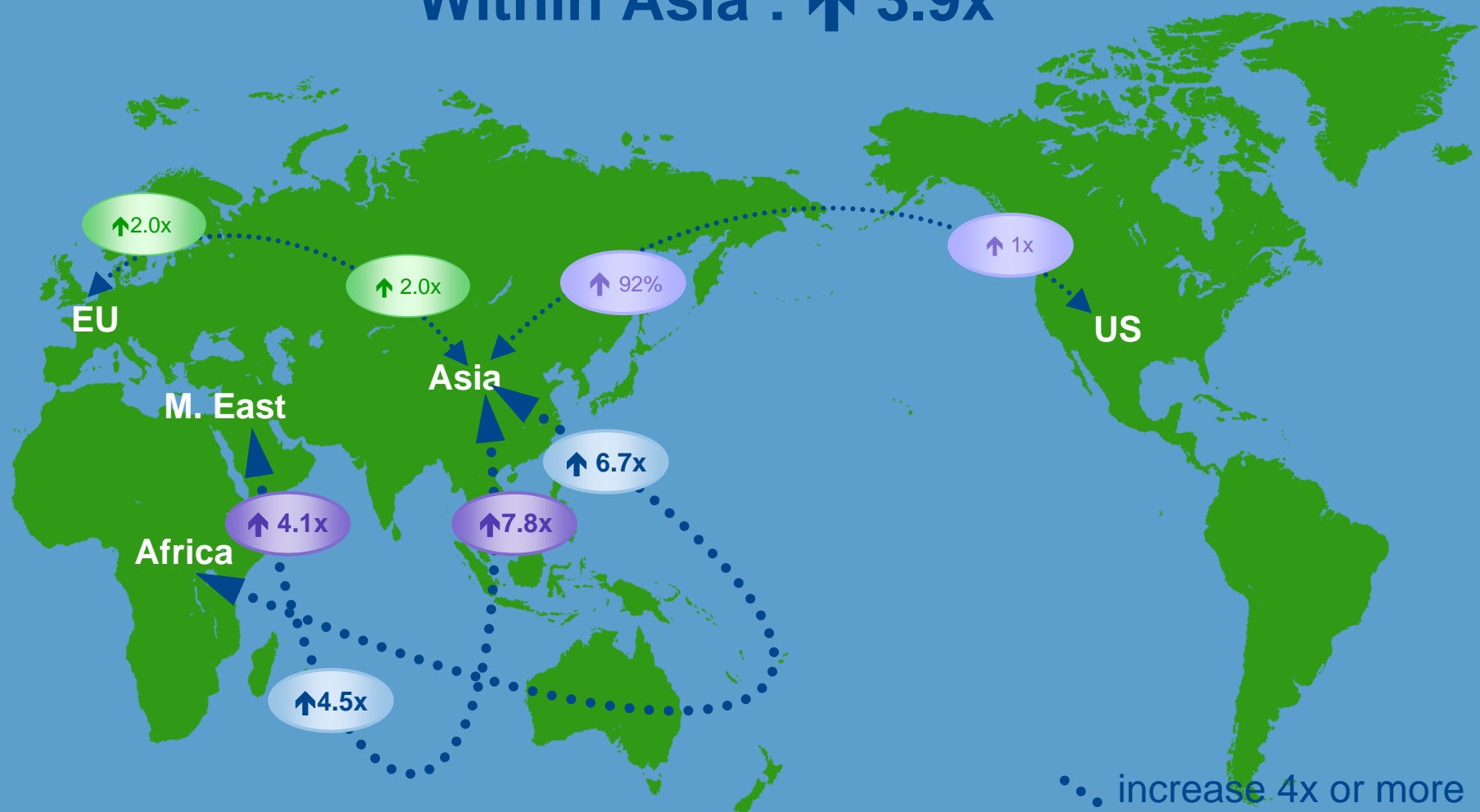


Sources: HK consensus and statistics department, HK Land Registry

- New trade corridors
- Mainland wealth
- HK as international financial centre

World Trade in 1998 vs. 2008

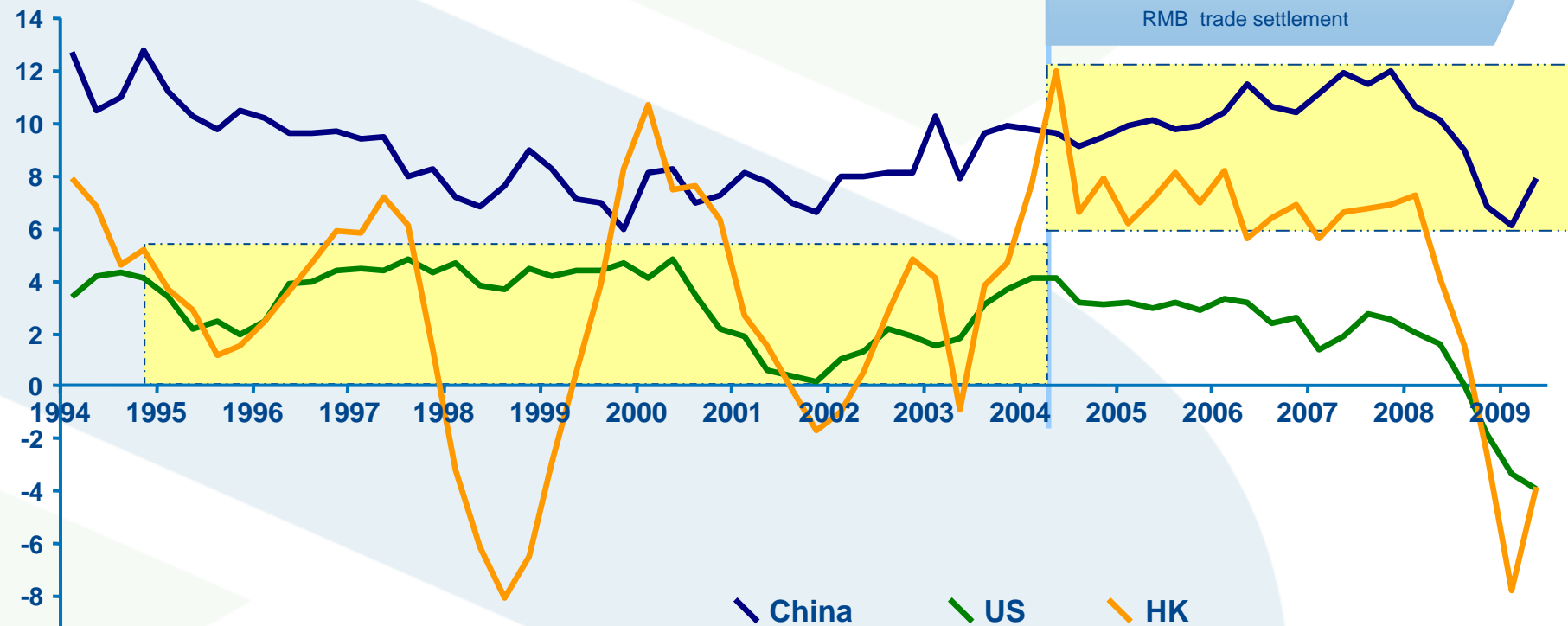
Within Asia : ↑ 3.9x



Increasing China linkage

Real GDP growth

% YoY



- 2004** CEPA 1 & 2
Launch of RMB service
9+2
Expansion of Individual visit scheme
- 2005** Increase in RMB exchange limit
- 2006** CEPA 3
QDII
- 2007** First RMB bond
"Through train" **
- 2008** CEPA 4 & 5
- 2009** CEPA 6
RMB trade settlement

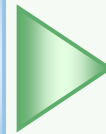
** announced but later withdrawn

Sources: CEIC, SCB Global Research

Mainland and local wealth flow

Overflow of China wealth

- US\$3.8tn household savings



Divergence of A : H shares

- A : H share premium 159%



HK liquidity

- HK deposit :
GDP – 3.8x
- US - 0.6x
UK - 1.3x
CN - 1.9x



Increase in QDII quota

- 2006 : US\$5bn
- 2008 : US\$56bn



Through-train

- Announced and withdrawn in Aug 07
- Launch date TBD
- ETF in progress



Stock and property markets

- Hang Seng Index up 45% YTD
- Property price up 23% YTD

More mainland, overseas banks to issue yuan bonds

By GEORGE NG

HONG KONG: More local banks with operating units on the mainland may soon be allowed to issue yuan-denominated bonds in the city, as the central government said.

Last month, units of HSBC and Bank of China won approval to issue yuan-denominated bonds in Hong Kong, the first to win the privilege.

Analysts say the government may allow other overseas banks in Hong Kong to issue yuan bonds in the city.

China Development Bank (CDB), one of five lenders allowed to issue bonds in Hong Kong, issued 3 billion yuan bonds by the end of the year, the Chinese-language Daily reported yesterday, according to unidentified sources.

A spokesman for the Development Bank declined comment on the report, but said the bank had been contacted by China Daily.

with a coupon rate of less than 3 percent, will be sold to both institutional and individual investors, the Apple Daily report said.

The other four mainland lenders...

Yuan settlement offers long-term benefits to HK

The new policy will enable exporters to employ better cost controls by avoiding exchange rate fluctuations. Reports by Kate Watson

Hong Kong is poised to benefit in the long term as a yuan repository following the debut of the currency's trade finance settlement policy in July. However, it is unclear how many exporters will opt for the new settlement arrangements, according to Simon Gleave, partner in charge of financial services at KPMG China. He said that the immediate effect of the policy would probably be minimal. The cross-border settlements are part of a pilot programme...

CURRENCY POLICY



Wen offers HK four economic promises

Fanny W. Y. Fung in Beijing

Premier Wen Jiabao has reiterated the nation's support for Hong Kong, making four pledges to help the city overcome the financial crisis.

Speaking at the end of the National People's Congress yesterday, Mr Wen stressed Beijing's commitment to help Hong Kong maintain its status as a financial centre.



financial things to...

the Closer Economic Partnership Arrangement would be signed this year, with initiatives to further increase Hong Kong access to the mainland's service sector.

The Cpea free-trade deal has allowed tariff-free exports of hun...

to diversify its economy. "Hong Kong and Macau have experience in countering the Asian financial crisis.

"We fully believe that citizens in the two places are capable of tackling the financial crisis, overcoming difficulties and maintaining the cities' prosperity and stability under the...

Raymond H. delegate to the premier's four Kong, especially renminbi trade said would both services and be a 'internationalisa Another loc...

New move takes yuan closer to global status

By HUANG XIAOPENG

On April 8, China's State Council made the latest move in making the Chinese yuan an international currency. The Council announced that the yuan would be used in overseas trade in five cities - Shanghai, Guangzhou, Shenzhen, and Dongguan.

It followed a trial run in December of using the yuan to settle deals between the River Delta and the Yangtze Delta provinces and Hong Kong and Macao, as well as between Guangxi Zhuang Autonomous region, Yunnan province and Association of Southeast Asian Nations (ASEAN).

In addition to currency swaps with neighboring countries and Latin American countries, this latest move is part of China's strategy to make the yuan a fully convertible currency.

The global financial crisis has exposed the innate...

unique path to do so.

Historically, the British pound rose to an international currency in the 19th century because of the British Empire and its status as an international...

dollar in hand, and is also facing the risk of the depreciation of the dollar.

2b yuan bonds to go on retail sale

Katherine Ng

Retail investors will be able to buy Chinese government bonds worth a total of 2 billion yuan (HK\$2.27 billion) - one-third of the amount to be sold in Hong Kong - the Ministry of Finance said yesterday.

The sovereign bonds will be divided into three maturity types, said Sun Xiaoxia, the ministry's deputy director-general, at a roadshow briefing with Hong Kong banks.

Retail investors will be offered two...



David Wong says bond allocations can be adjusted according to response. SING TAO

Communications (3328) and BOC (Hong Kong) (2388). The deputy chief executive of BOCHK, David Wong See-hong, said...

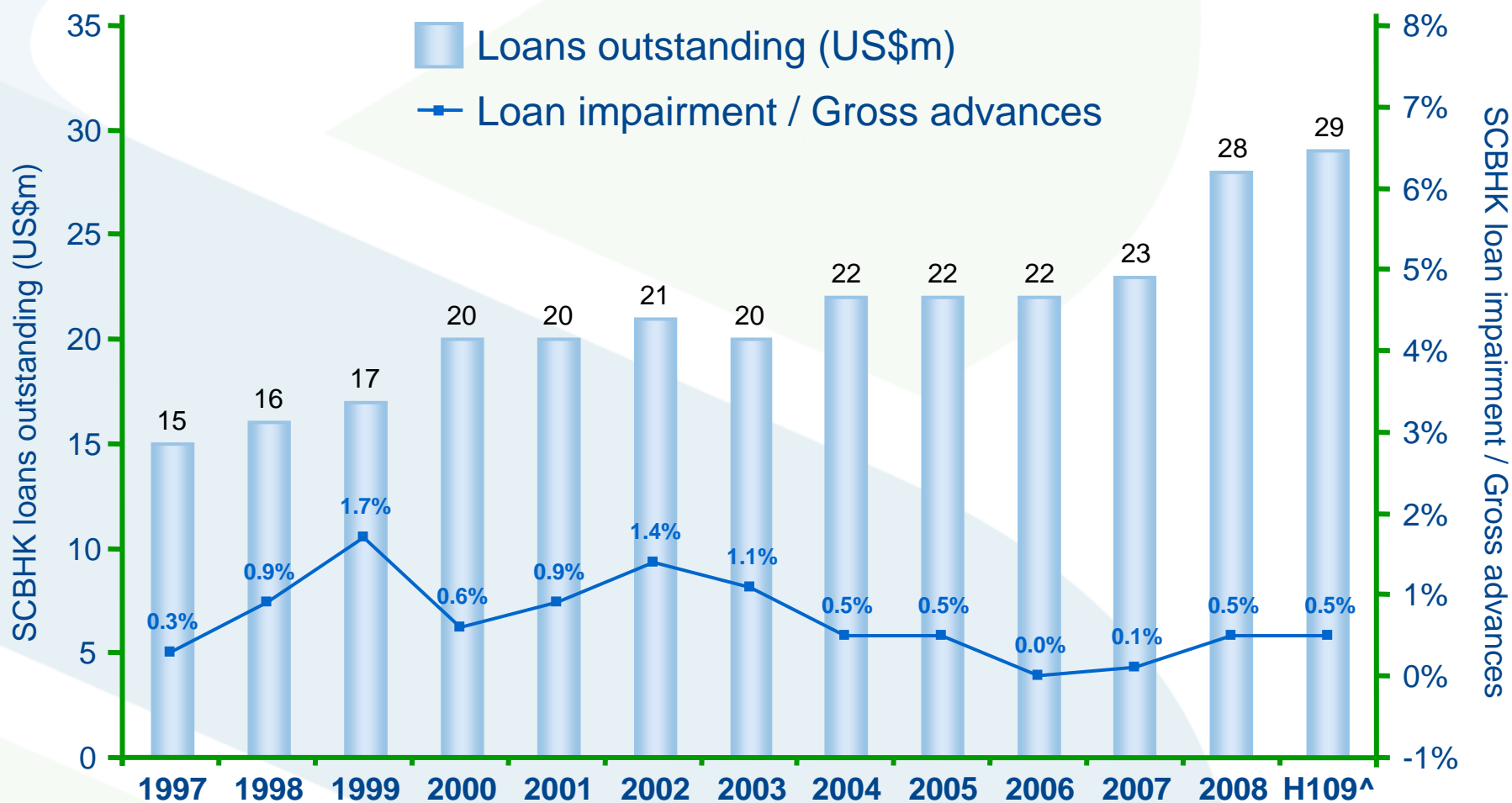
HK as international financial centre

- Offshore RMB centre
- Commodities / precious metal
- China's outbound FDI platform
- Wealth /fund management

Performance - a solid rebound

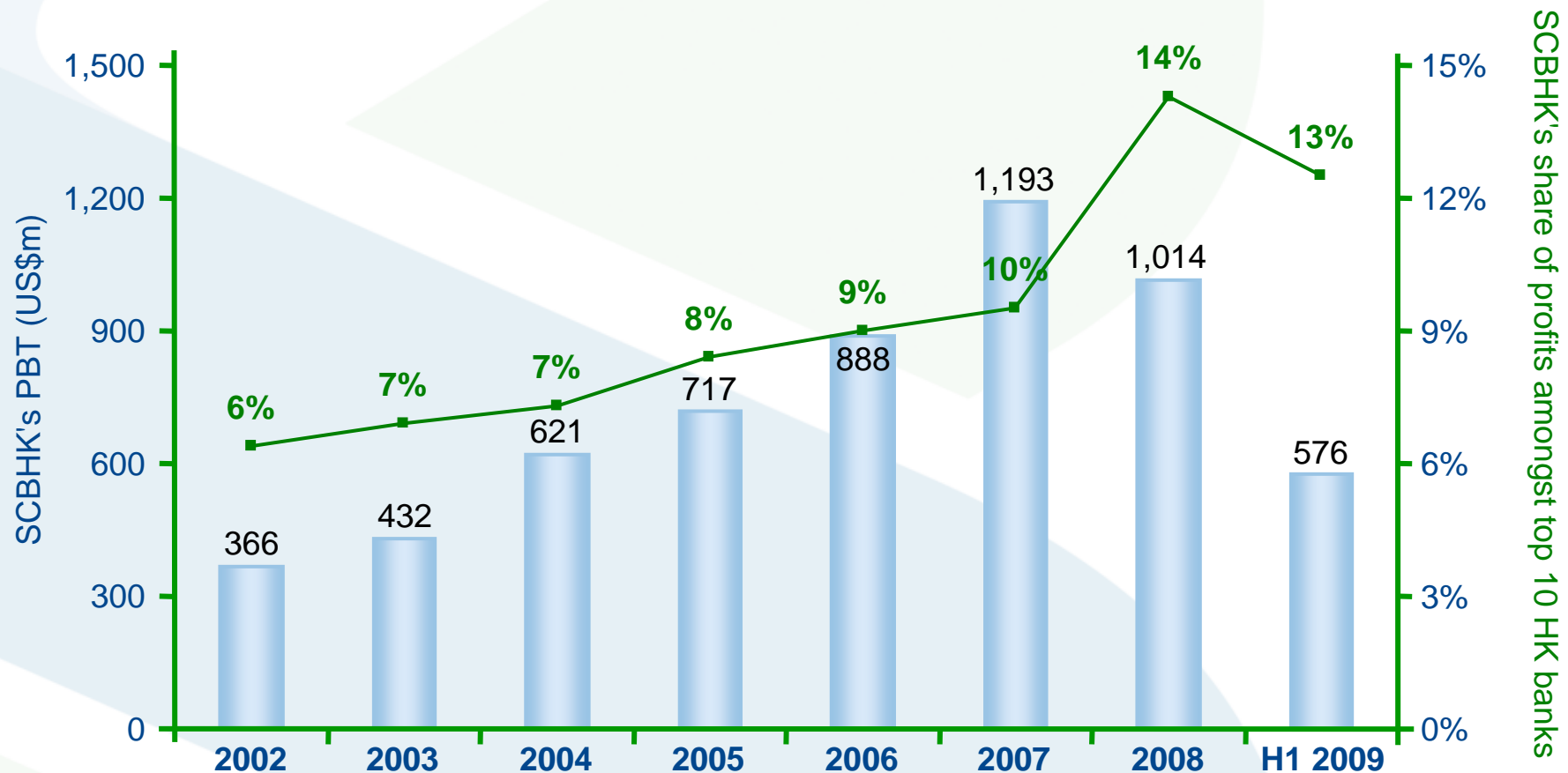
| US\$m | H1 08 | H2 08 | H1 09 |
|-------------------------------|------------|------------|------------|
| Income | 1,219 | 1,048 | 1,223 |
| Expenses | (498) | (519) | (567) |
| Loan impairment | (55) | (128) | (88) |
| Other impairment | (10) | (43) | 8 |
| Profit before taxation | 656 | 358 | 576 |

Portfolio quality - low impairment charges



^ Annualised loan impairment charge

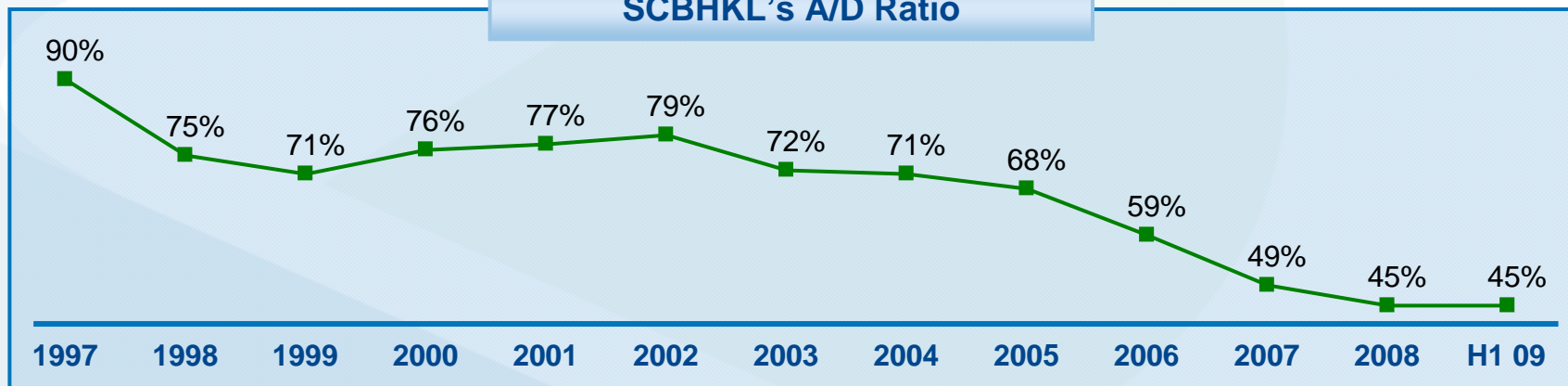
Share of market profits* - continue to expand



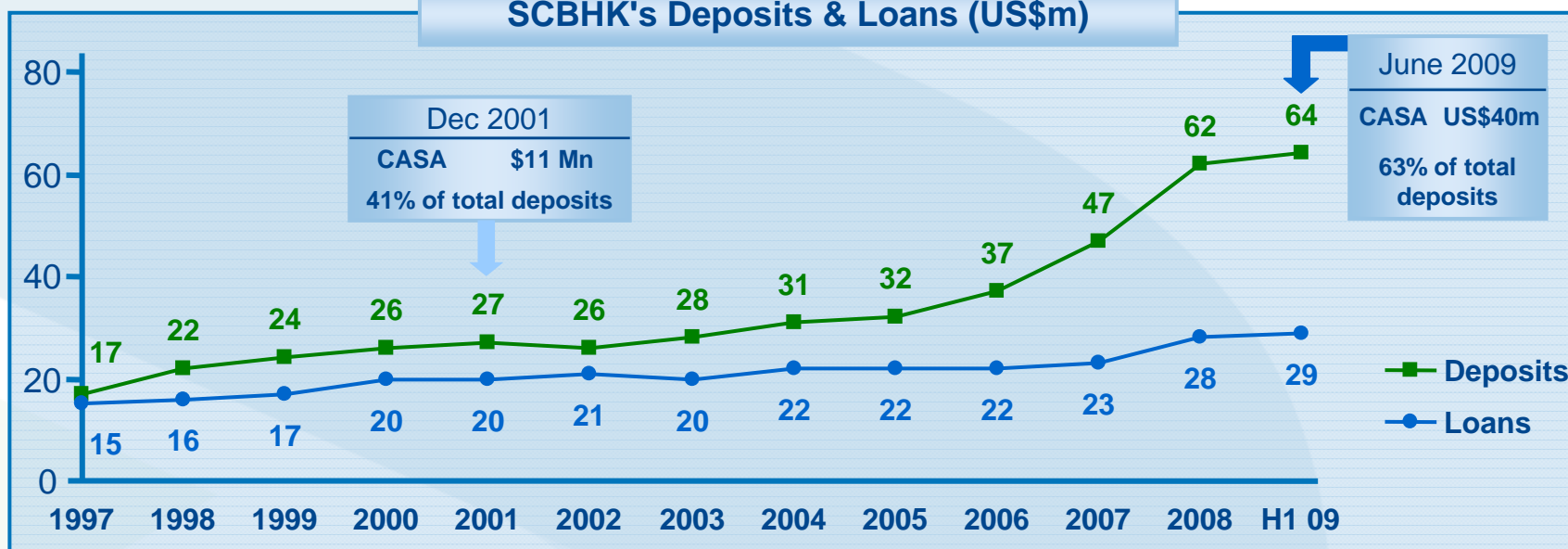
* Profits amongst the top 10 commercial banks in Hong Kong

Strong Balance Sheet

SCBHKL's A/D Ratio



SCBHK's Deposits & Loans (US\$m)



- Invest for growth, expand capacity and product capability
- Capture mainland wealth and trade flows
- Grow market share through deepening client penetration
- Reinforce brand and one bank initiatives

A strong brand in the community

Marathon



Arts in the Park



Seeing is Believing



Living with HIV



Celebrating our 150th anniversary in HK

150 years
with you



Challenges and opportunities



Opportunities

- New trade corridors
- Mainland wealth
- HK as international financial centre

Challenges

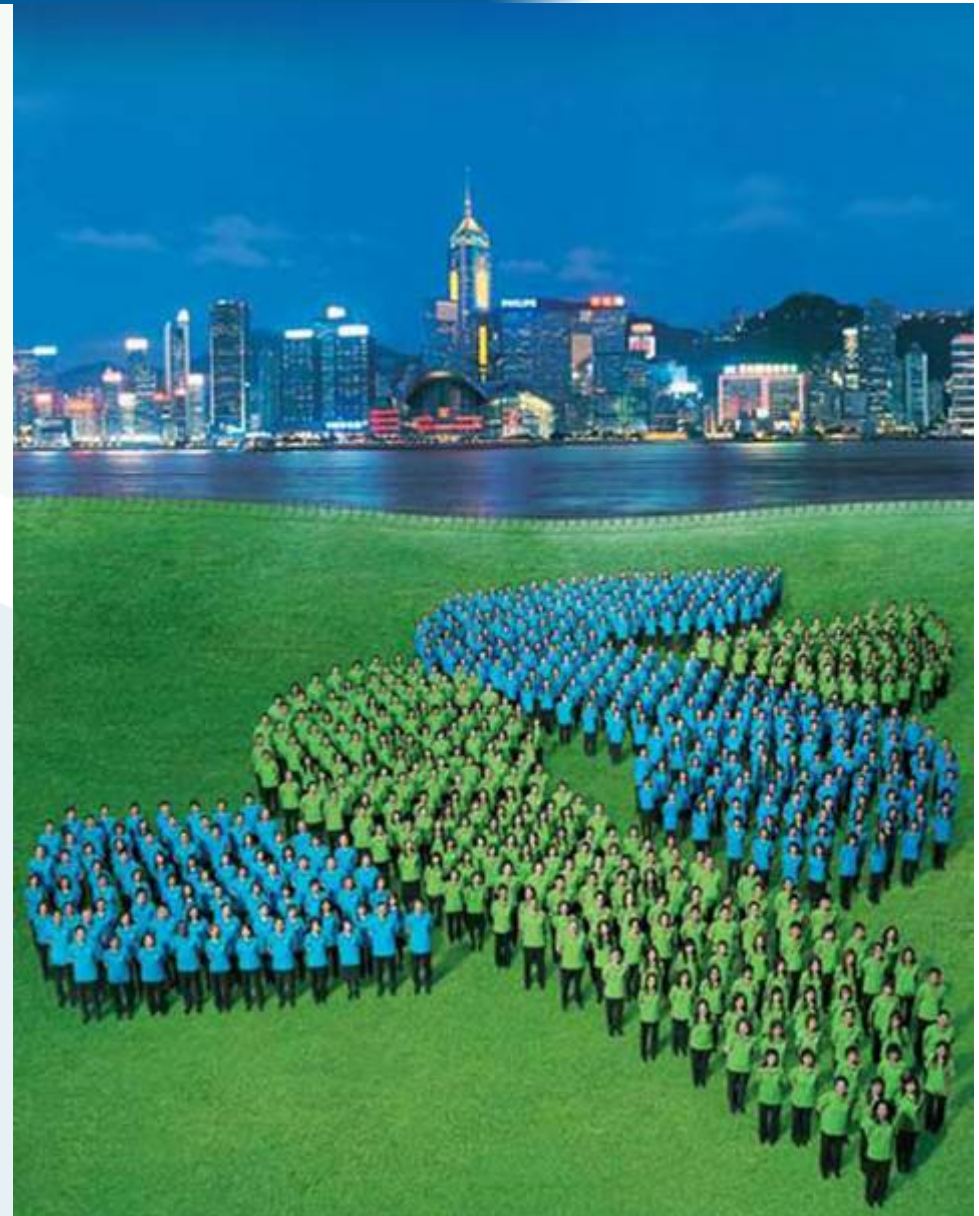
- Politicisation of issues
- Changing regulatory landscape
- Macro economic outlook



Summary of key messages



- Track record of resilient performance
- Good balance of businesses underpinned by strong balance sheet
- Well positioned to capture emerging opportunities



1 Hong Kong Overview

Ben Hung

2 Wholesale Banking

Gloria Chow & Sundeep Bhandari

3 Consumer Banking

Mary Huen

Key messages

- Consistent strategy well executed
- Delivering strong performance
- Well positioned to capture growth opportunities

Client-led strategy

Deep 'core bank' relationships

- Segment focused strategy

Strong product capabilities

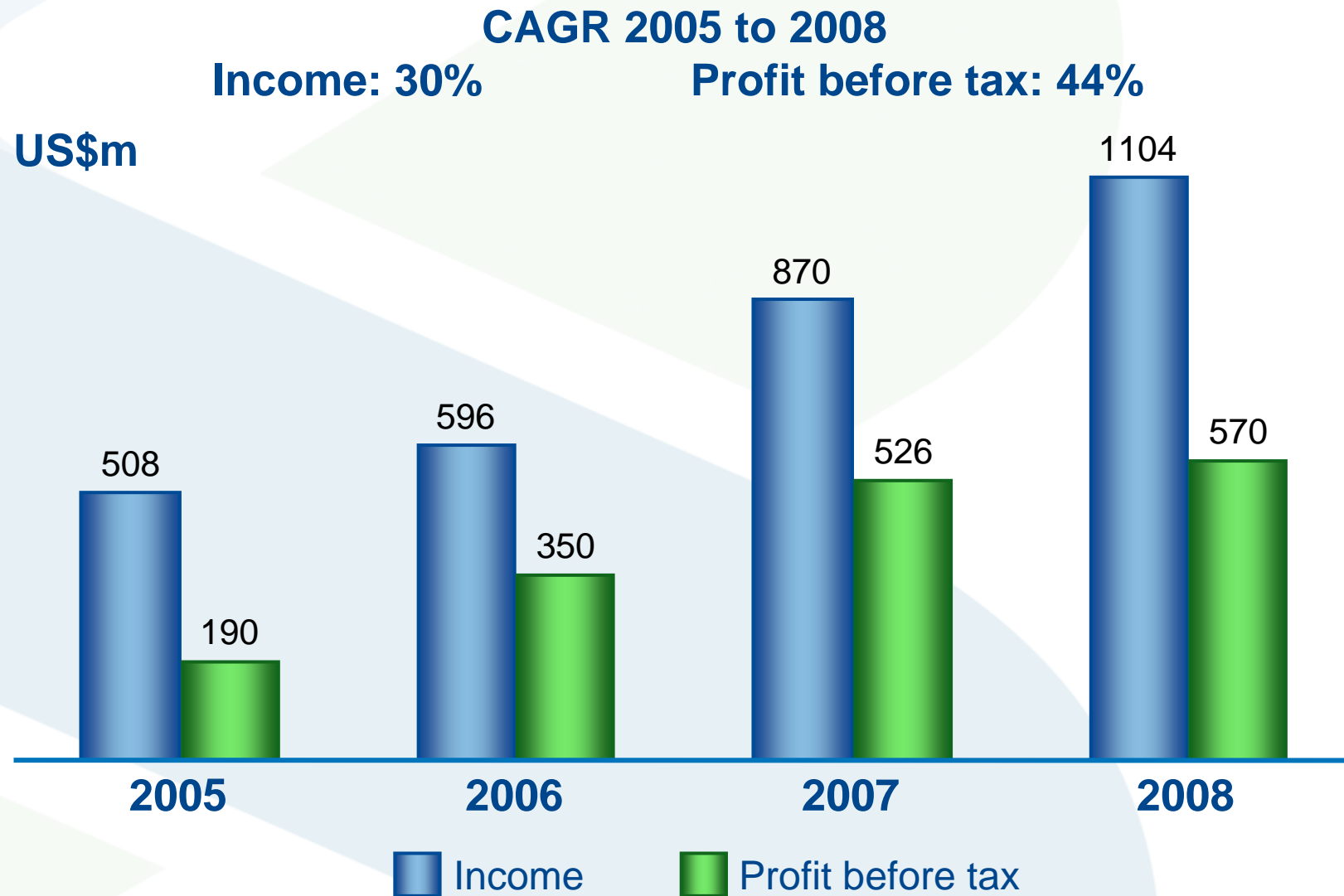
- Commercial banking is core
- Value-added & strategic solutions

Cross-border capabilities

- Greater China Strategy

Disciplined credit risk & balance sheet management
Build talent & reinforce values and culture

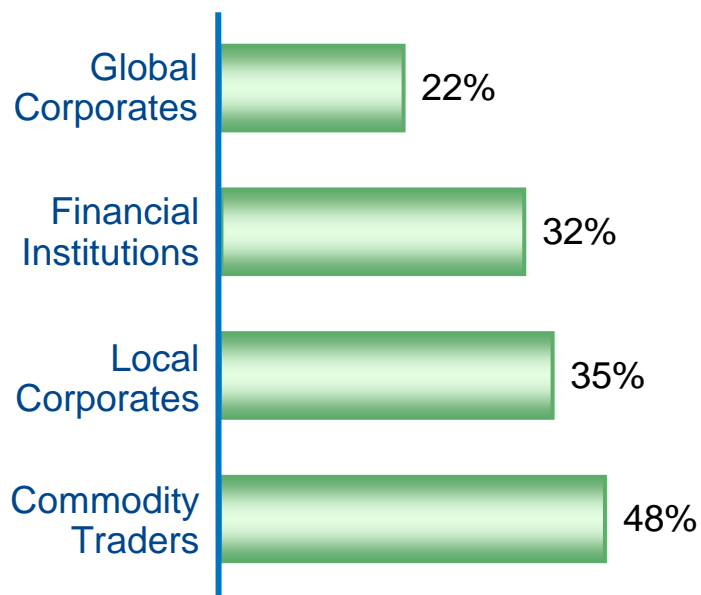
Sustained growth



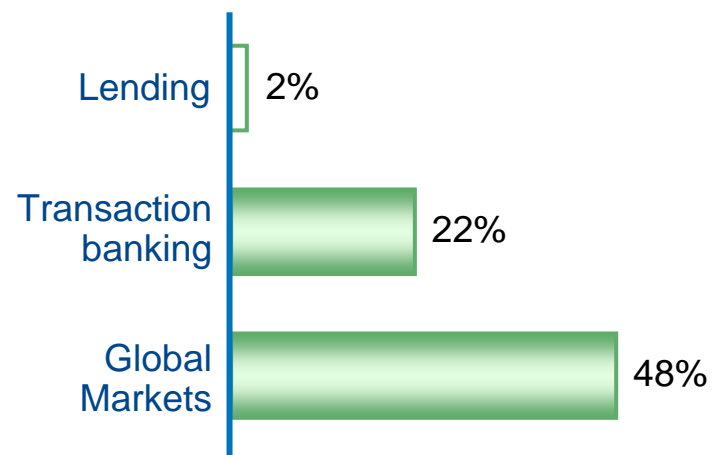
Segment and product view

CAGR 2005 - 2008

Client income growth by segment



Income growth by product

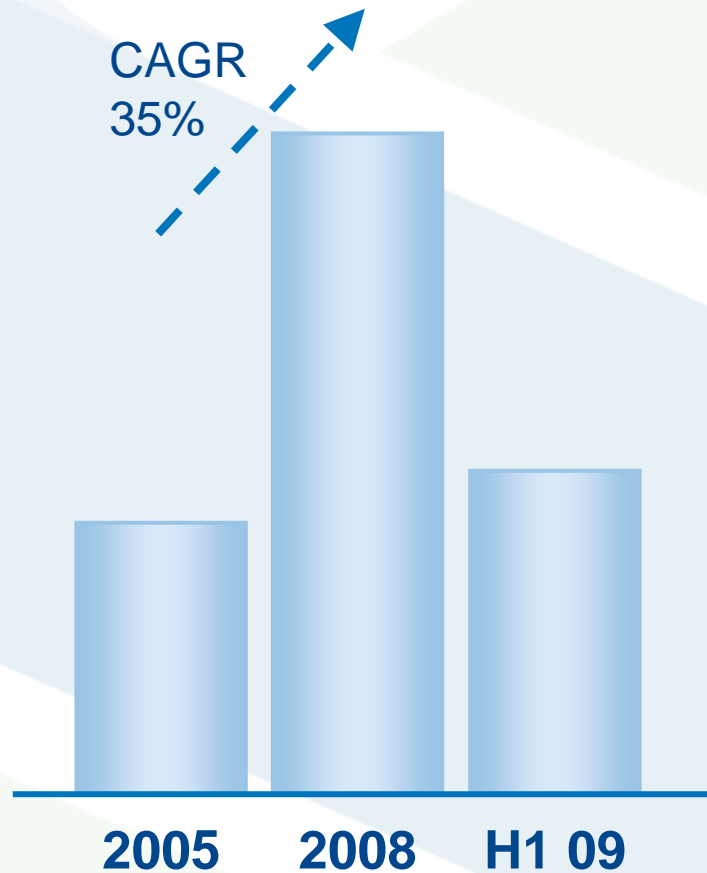


- Growth across all client segments

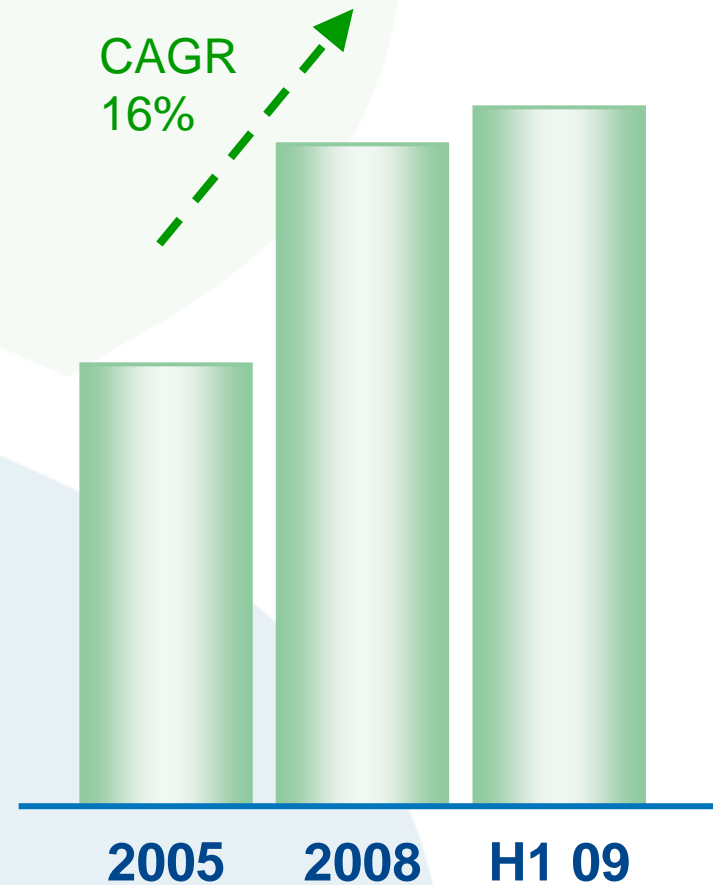
- Leverage Lending to grow Transaction Banking & Global Markets
- Product build-out & increased client penetration fuelled Global Markets growth

Building scale in Local Corporates

Revenue US\$m



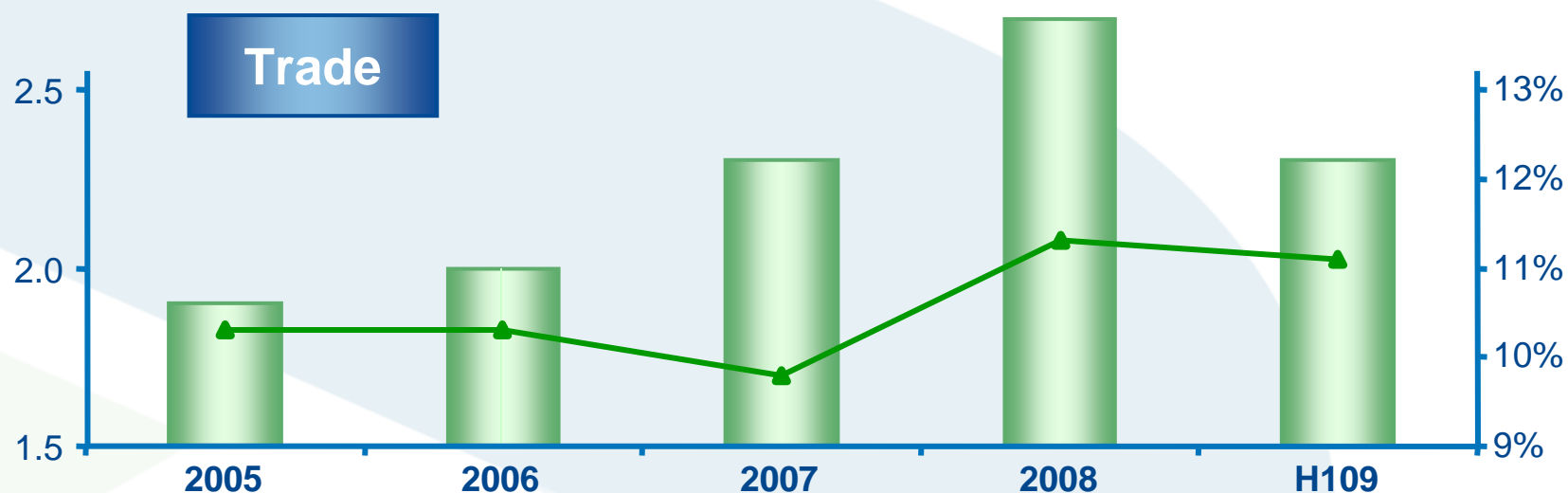
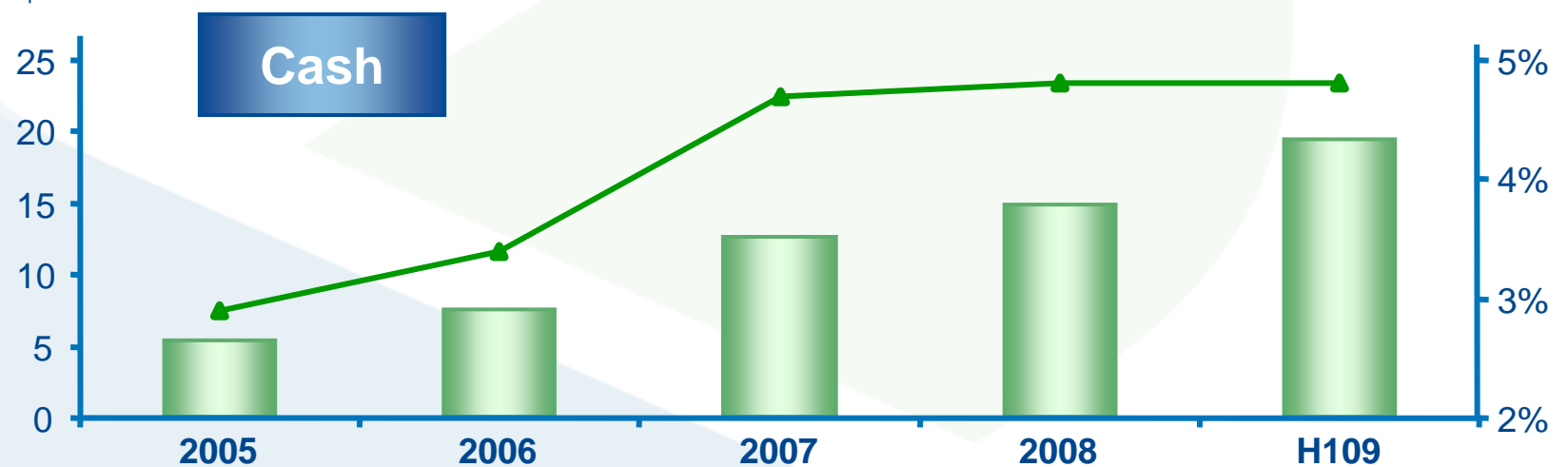
Number of clients



Gained market share in cash & trade

■ SCB WB
US\$bn

▲ SCB WB as % of
HK all banks



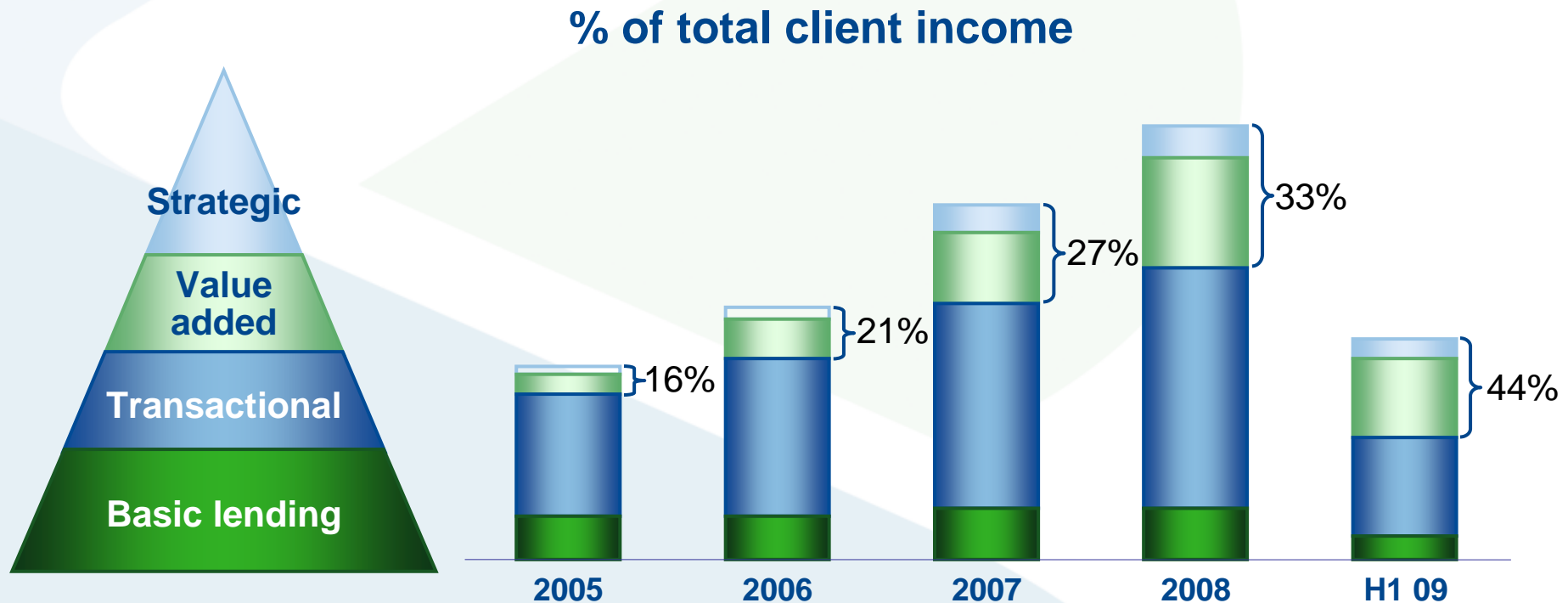
Source: HKMA

Sustained solid performance through the crisis

| US\$m | H1 2008 | H2 2008 | H1 2009 |
|--------------------------|------------|------------|------------|
| Income | 591 | 513 | 678 |
| Expenses | (223) | (207) | (302) |
| Loan impairment | (25) | (52) | (30) |
| Other impairment | 0 | (27) | 5 |
| Profit before tax | 343 | 227 | 351 |

- Income growth stalled in H2 2008 but resumed in H1 2009
- Expenses growth in H1 2009 due to higher performance bonus for Global Markets staff
- Loan impairment increased in H2 2008 but stabilised in H1 2009

Up-tiering client relationships



- Transaction Banking & Lending form the bedrock of client relationships
- Deepen client relationships via value-added & strategic solutions

Increasing share of mind with top clients

Income of top clients H1 09 vs. H1 08

Top 10 clients

+ 53 %

Top 50 clients

+ 45 %

H1 09
annualised
vs. FY08

Income from US\$10m clients

81%

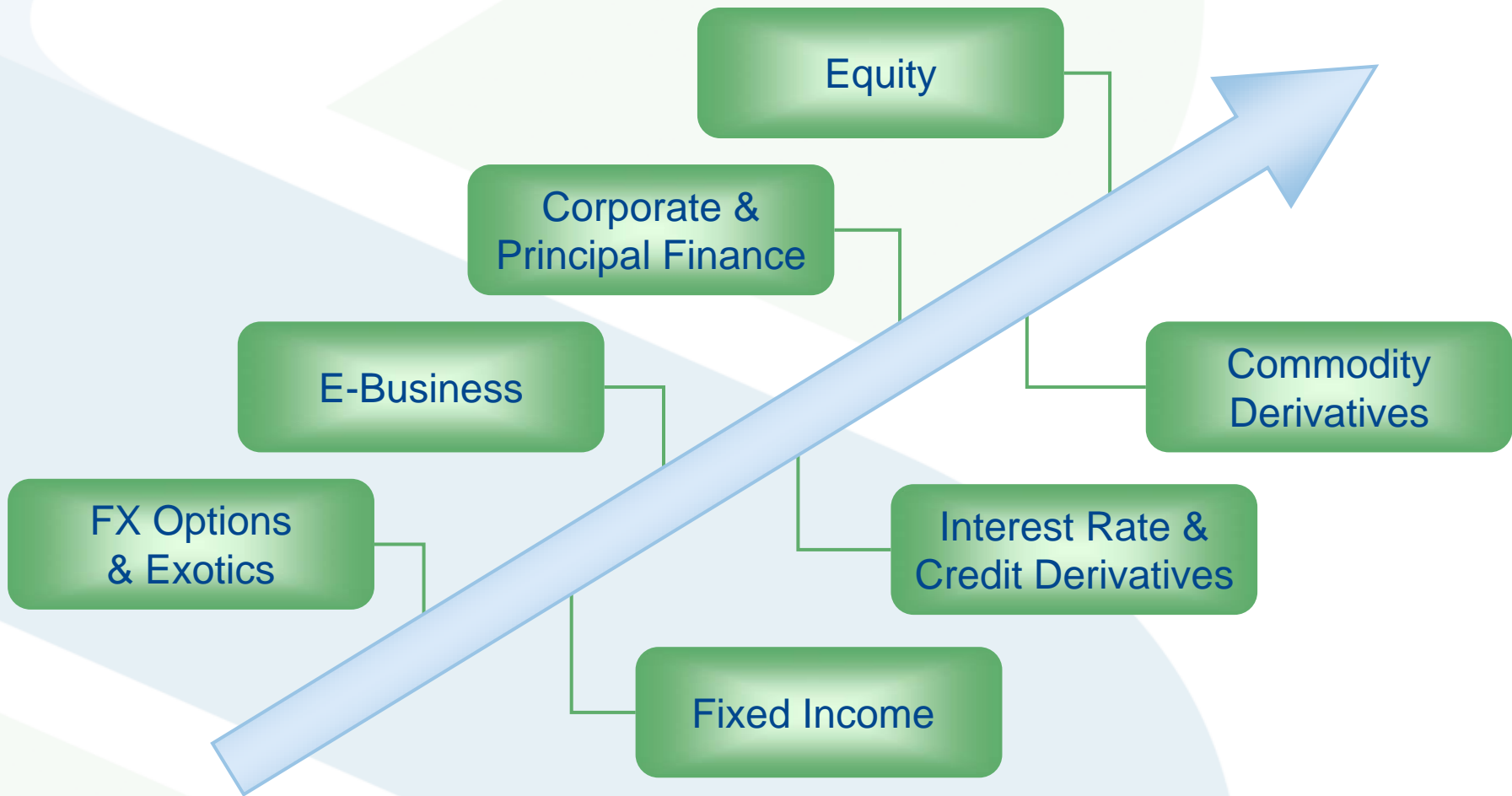
Income from US\$5m clients

50%

Income from US\$1m clients

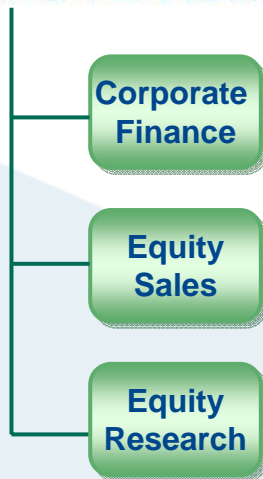
33%

Broadening product capabilities







Equities capabilities build-out

CAZENOVE ASIA



Added capabilities in.....

- Corporate broking
- Initial Public Offerings
- Share placings
- Rights offerings
- Financial advisory
- M&A advisory
- Equity linked offerings
- Privatisations

| | | | | | |
|---|---|--|---|---|---|
|  |  |  |  |  |  |
| Techtronic Industries Co. Ltd. | Pacific Andes (Holdings) Ltd. | Gome Electrical Appliances | Shui On Land | Noble Group | Capital Commercial Trust |
| US\$78m | US\$140m | US\$262m | US\$262m | US\$125m | US\$560m |
| Placing Hong Kong Financial Advisor | Rights Issue Singapore Joint Bookrunner Financial Adviser to Pacific Andes International Holdings | CB issuance to Bain Capital and Open Offer Financial Adviser | Placing Hong Kong Joint Bookrunner | Placing Singapore Joint Bookrunner | Rights Issue Singapore Joint Bookrunner |
| Standard Chartered July 2009 | Standard Chartered July 2009 | Standard Chartered June 2009 | Standard Chartered June 2009 | Standard Chartered May 2009 | Standard Chartered May 2009 |

Industry recognition

2009



Derivatives in Asia
Interest rate derivatives in Asia
Currency derivatives in Asia

2009



GLOBAL
FINANCE

Best trade finance
provider in Asia

2009



GLOBAL
FINANCE

Best bank for risk
management in Asia

2009



GLOBAL
FINANCE

Best sub-custodian
bank in Asia

2009



Currency derivatives in Asia
Cross currency swaps in
local currency

2009



GLOBAL
FINANCE

World's best FX
banks awards

2008



Best Asian
currency bond house

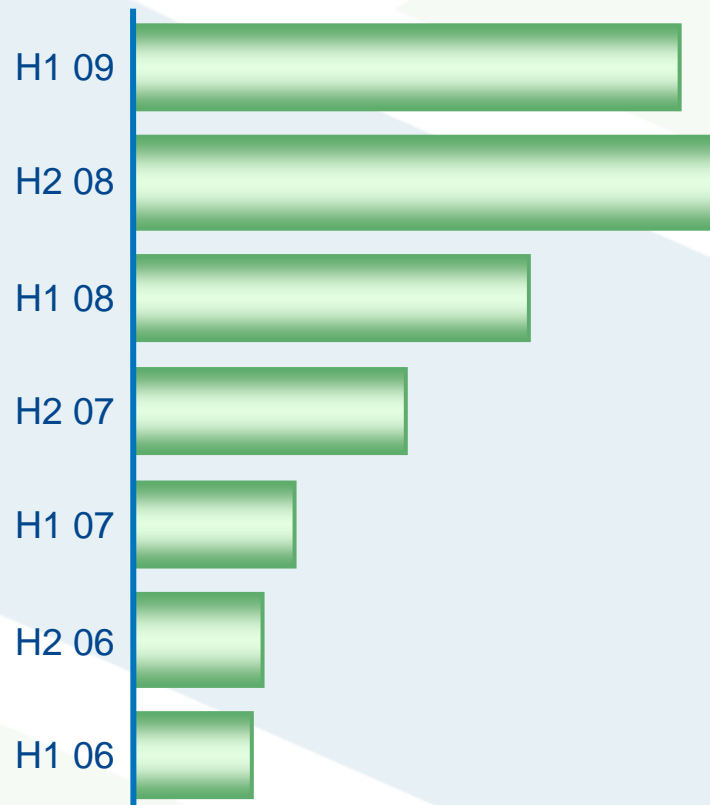
2008



Best
securitisation house

China clients present biggest cross-border opportunity

Revenue from China clients



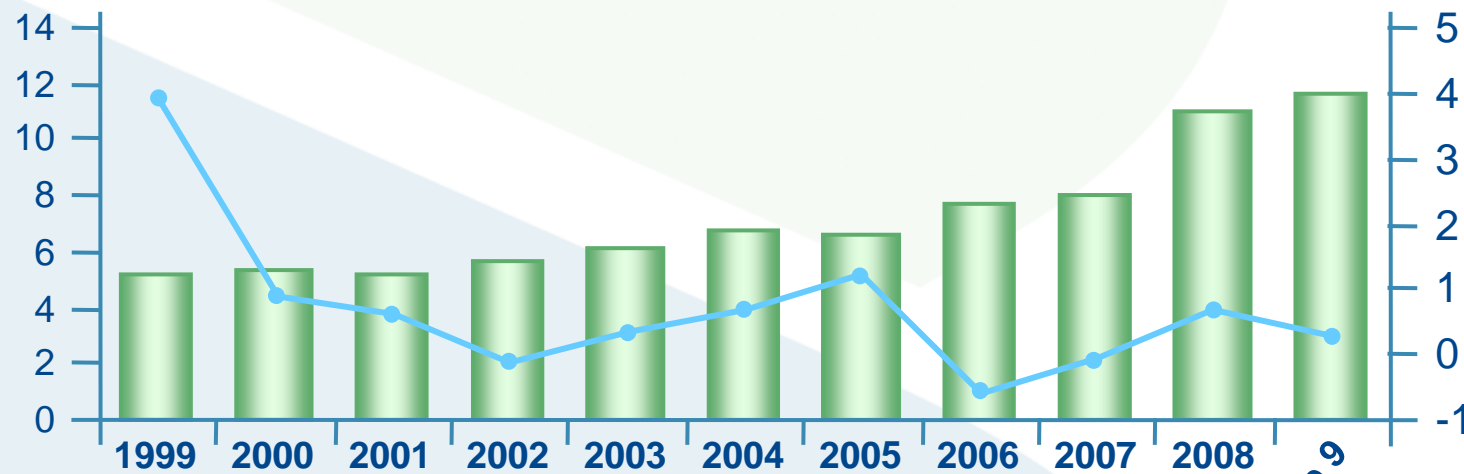
CAGR 2006 – H1 2009 : 64%

- HK's increasing China linkage brings huge opportunities with China clients
- HK is regional hub for North East Asia
- Strong teams in HK & China work closely together to deliver seamless cross-border solutions

Loan impairment is well managed

US\$bn

%



Annualised 09



Total outstandings



% of Loan impairment to total outstandings

Credit Policies

Portfolio Standards

Early Alert

Transaction Monitoring

**Global
banks**

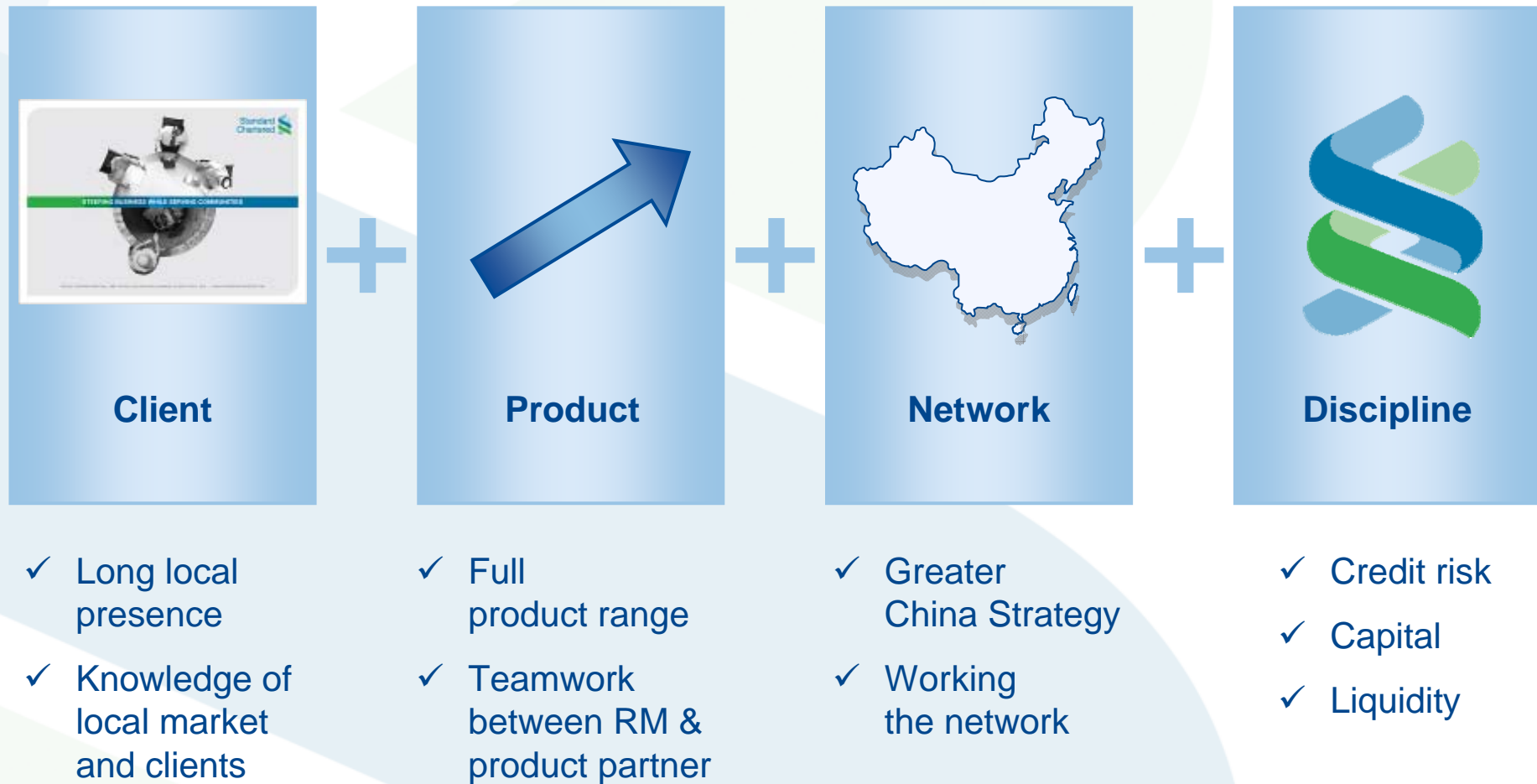
**Mainland
Chinese banks**

**Investment
banks**

Local banks

- Reduced dominance of global banks and investment banks
- Many banks distracted and lost momentum in H1
- Aggressive expansion of mainland Chinese banks
- Continued consolidation of local banks

Our competitive positioning



- The right strategy
- Strong financial performance
- Well-positioned for sustainable growth

1 Hong Kong Overview

Ben Hung

2 Wholesale Banking

Gloria Chow & Sundeep Bhandari

3 Consumer Banking

Mary Huen

Key messages

- Strong recovery post financial crisis
- Well positioned for growth
- Good progress in CB transformation journey
- Massive opportunity emerging in Greater China

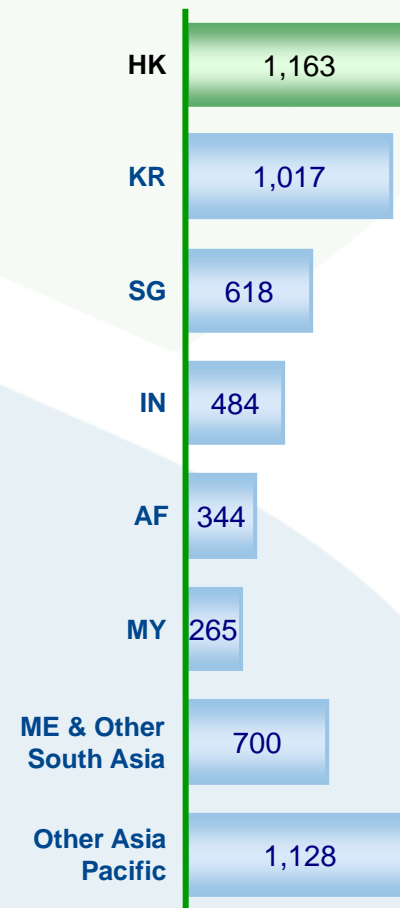
HK CB Revenue Pool is one of the largest in our footprint

Why such an attractive market for us?

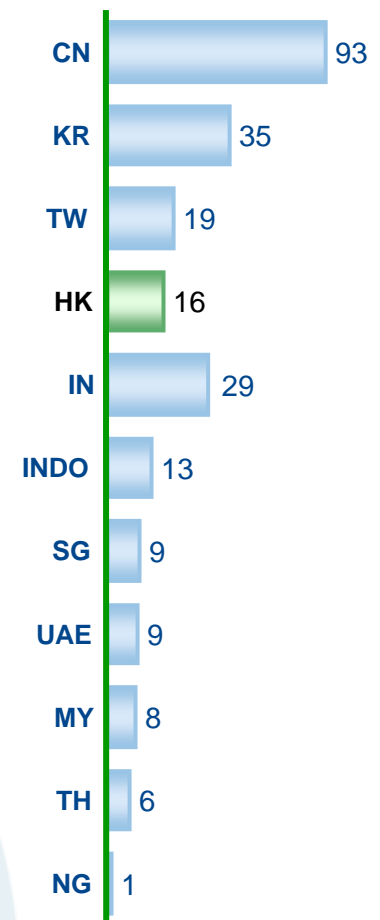
- Huge and growing market revenue pool despite medium term pains
- No regulatory restriction for growth
- Efficient market, low cost-to-serve
- Hong Kong deposits base is 3.6x of GDP ie. almost equivalent to 4 years of savings
- HK's investment to deposit wallet ratio is low => great untapped potential for wealth management

One of our largest markets

CB revenue by country (2008)
US\$m



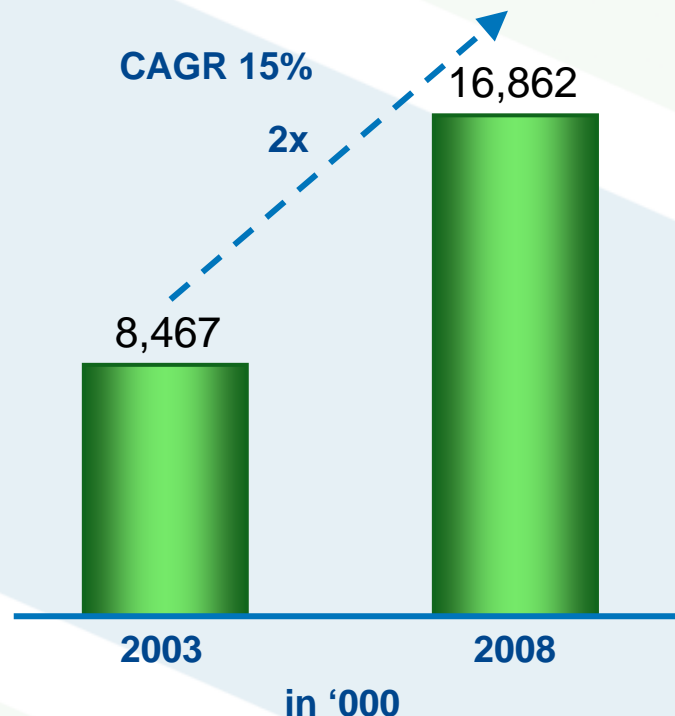
CB market size (2007)
US\$bn



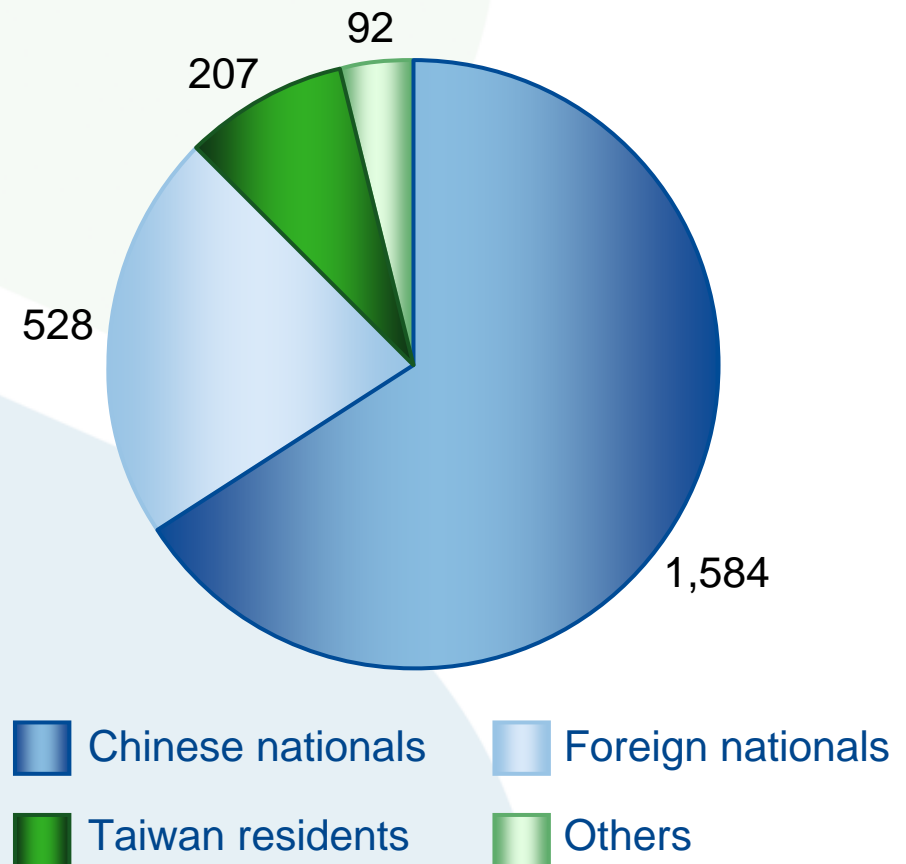
NOTE: Estimate using 2007 CB revenue pools from McKinsey for SCB key markets

Revenue pool beyond local population with wealth inflow from Greater China

No. of mainland China visitors to HK



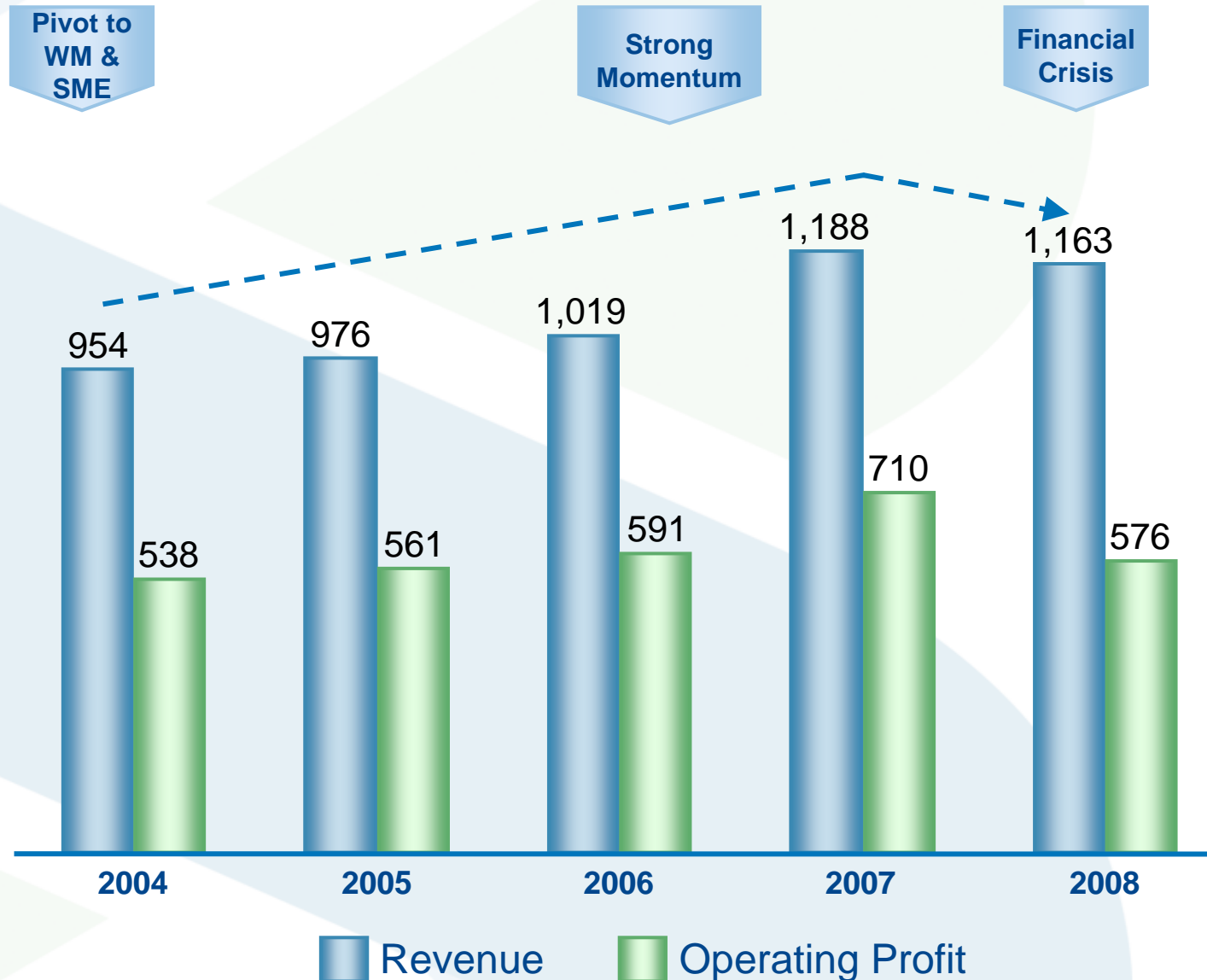
No. of capital investment entrant scheme (CIES) application approved *



Source: Hong Kong census & statistics department; www.cies.hk

* As of Jun 30, 2008

An overview of CB journey



We delivered H1 09 with resilient performance

| US\$m | H1 2008 | H2 2008 | H1 2009 | H2 08 vs H1 09 |
|----------------------------|------------|------------|------------|-------------------|
| Income | 628 | 535 | 545 | 2% |
| Expense | 275 | 312 | 265 | (15%) |
| Loan & other impairment | 30 | 101 | 53 | (48%) |
| Profit before tax | 323 | 122 | 227 | 86% |

Our 2009 priorities under the CB Transformation Journey

CB Transformation Journey

New Participation Models

- Establish leadership in high value segments*
- Grow quality customers

Customer Centric

- Deepen relationships with customers
- Distinctive Customer Value Propositions
- Reposition Wealth

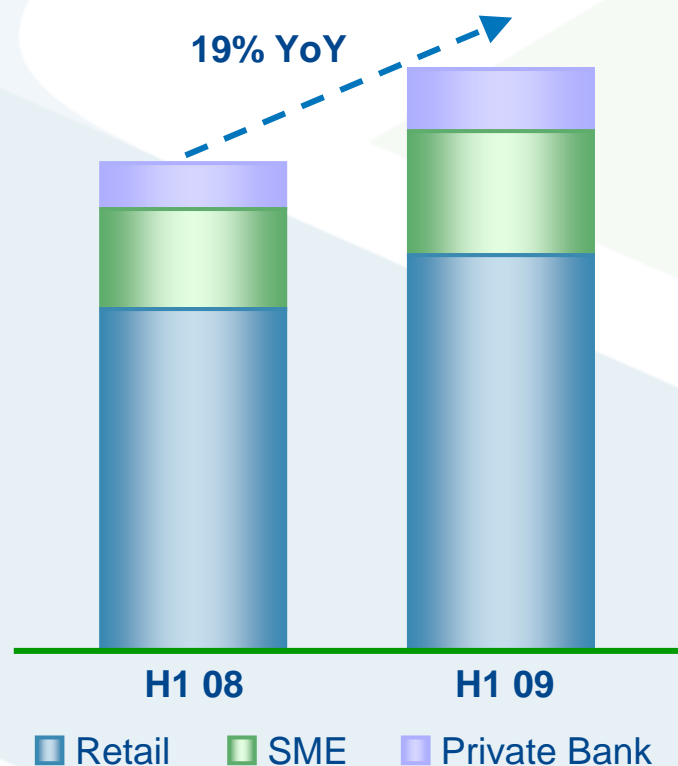
“Back to Basics”

- Drive profitable balance sheet growth with core deposits & lending
- Continue with disciplined cost and risk management

* High value segments include Premium, Private, and SME

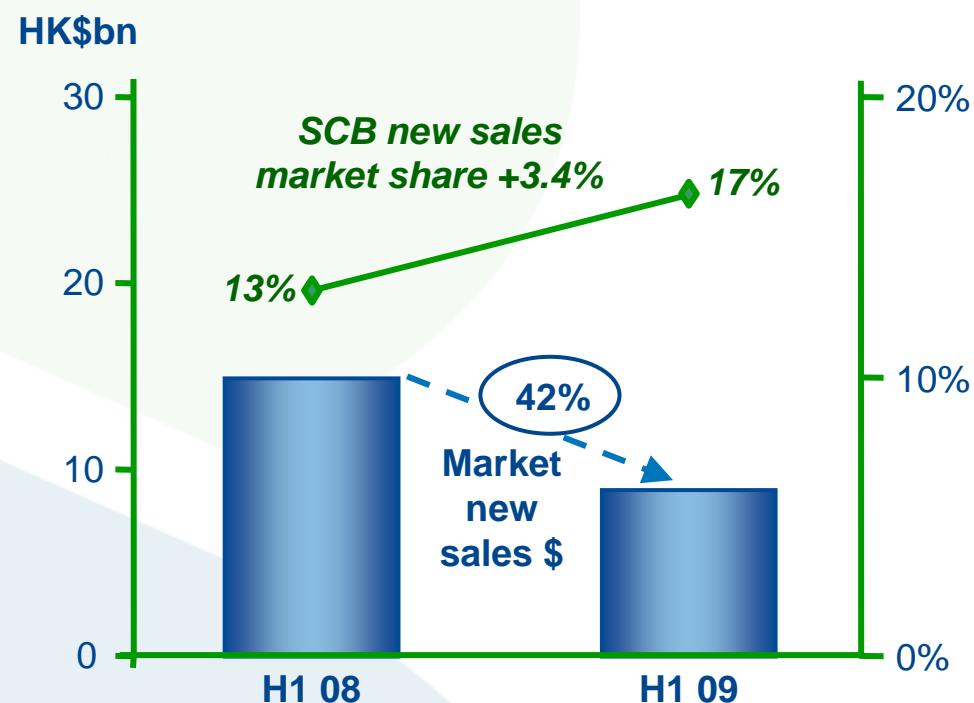
Grow Balance Sheet

Grow liabilities volume



- Delivered strong liability growth in all segments
- Disciplined NIM management helped mitigate margin compression

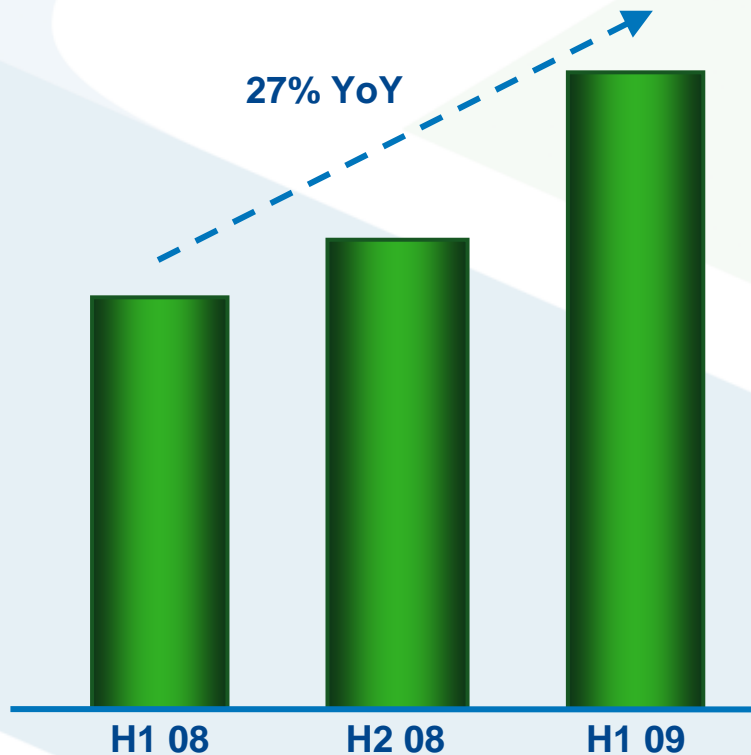
Mortgage new sales



- Secured loan growth outperformed market with timely launch of HIBOR based mortgages
- The credit quality of mortgage portfolio remains excellent

Grow Balance Sheet in SME

Deposits Footing



- Excellent growth in deposits by 27% with strong CASA and sticky operating funds growth

Assets Footing



- New loan growth has been focused in secured lending
- Despite the Trade and Working Capital balance decreased by 11% YOY due to de-risking actions, SME assets book continues to grow

Deepening & growing premium customers

Improve cross-sell ratio through product bundles

Cross-sell ratio

Priority Banking

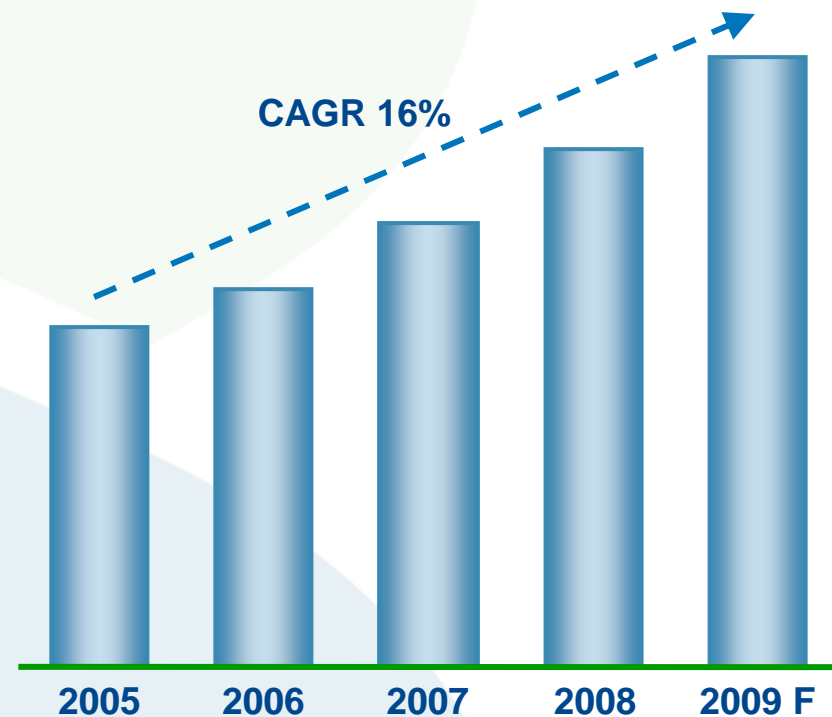
| | Dec-08 | Jun-09 | |
|-------------|--------|--------|--------|
| New to bank | 2.42 | 2.93 | ↑ +21% |
| Upgrade | 5.60 | 7.06 | ↑ +26% |

Excel Banking

| | Dec-08 | Jun-09 | |
|-------------|--------|--------|--------|
| New to bank | 2.39 | 3.33 | ↑ +39% |
| Upgrade | 5.33 | 6.21 | ↑ +17% |

- Launched product bundling based on customer value propositions to fully increased customers' penetration across New to Bank and Upgrade Customers

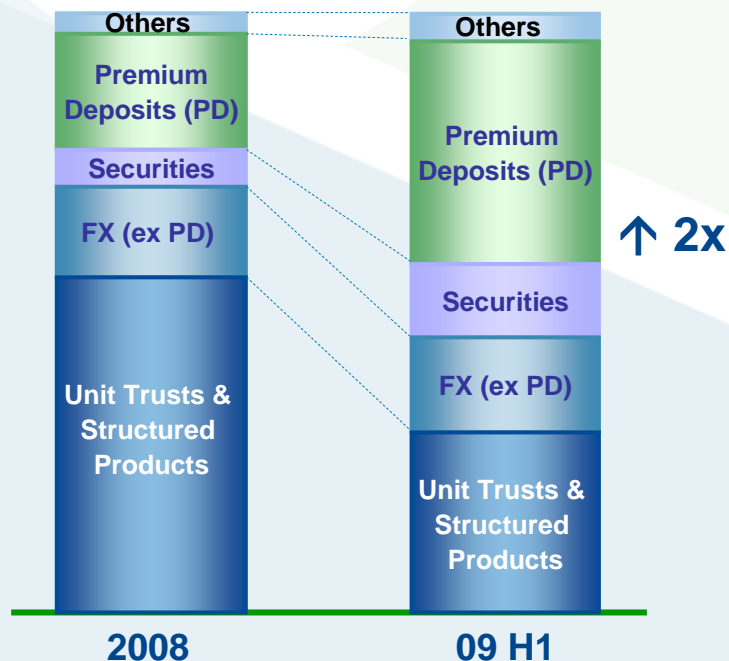
No. of premium customers



- Grow high value and quality customers by acquiring 'investor' type customers, high potential young customers, and payroll customers

Regained wealth momentum through premium deposits and securities

Rebalancing investments non-funded income to flow products



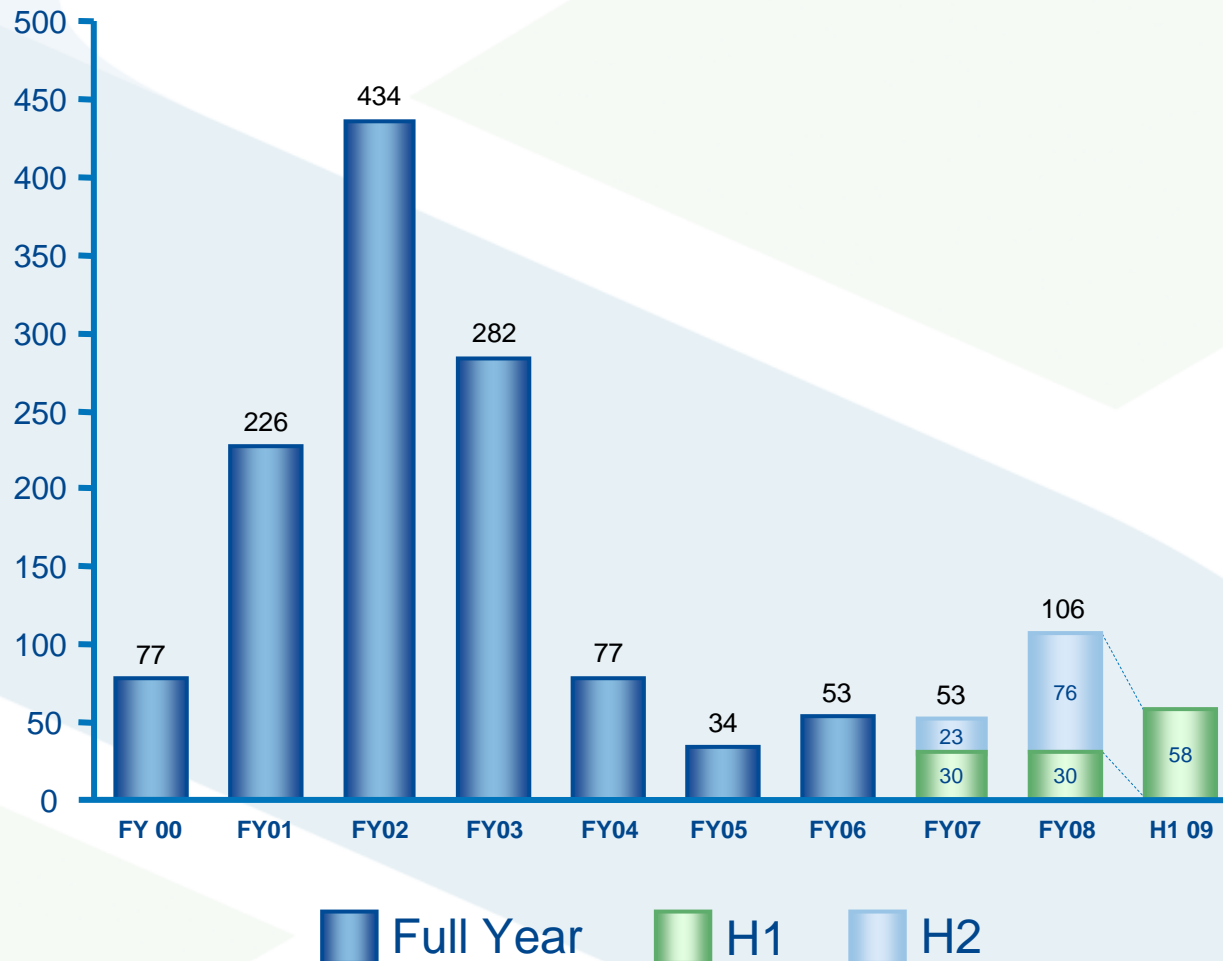
- Timely executed our strategy to refocus on all weathered products to fully captured our customers investments appetite

Investments non-funded income daily runrate (exclude non sales)



- Customers' confidence gradually returning with continuous effort in building our product offering to suit customers' evolving needs

Loan impairment



- Strong foundation built by designing new products to target low risk segments
- Proactively established a defence condition framework before the recent financial crisis
- Improved approval rate for Credit Card and Personal Loans and fully leveraged government guarantee schemes for Good Segments customers

Priority Banking re-launch



Our Strong Brand

渣打存款雙位增長

【商報專訊】記者馮輝強報導：為加強市場對本港金融體系的信心，港府去年推出存款全保措施。但有消息指有關措施令市民轉用小型

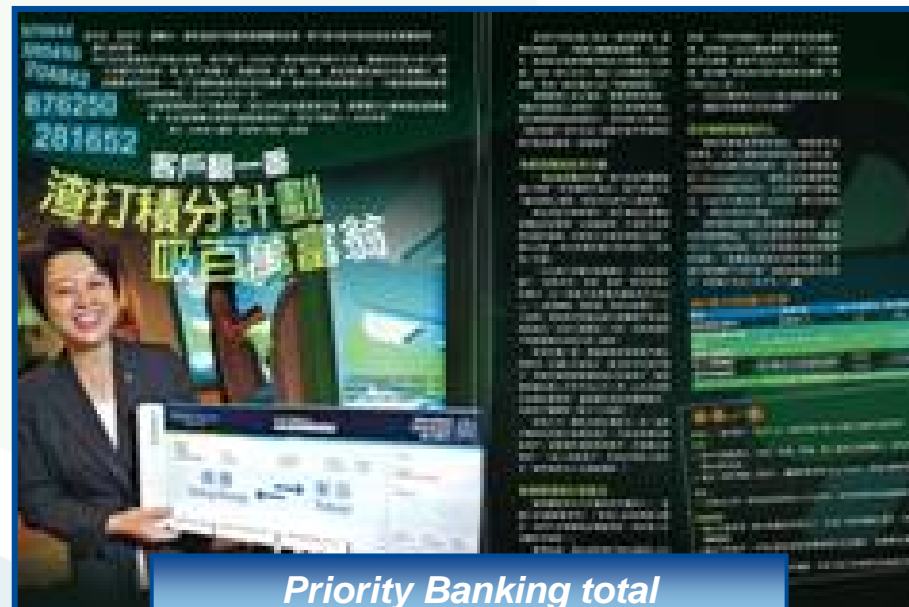


銀行存款，令到本港大型銀行存款增長受到影響。渣打銀行香港區個人銀行存款及帳戶管理總監馮鳳齡表示，措施並無對該行存款增長造成影響，而該行去年第四季存款額更錄得按年雙位數字增長。

對於金管局建議銀行將投資產品及傳統產品分開處理，渣打銀行香港區個人銀行業務主管羅惠儀表示，該行支持有關建議。她坦言，措施在落實時會對銀行運作帶來困難，但相信通過與金管局溝通後可以實行。

另外，在金管局的建議中，部分措施要求銀行在3至4月前執行，被問及該行能否趕及執行有關措施，羅惠儀表示，該行一直有保持與金管局聯絡，並非於該局提交建議後才展開，而部分措施已可以執行。她又指，該行會按金管

Refurnish all 200+ ATMs in HK



Priority Banking total relationship reward program



Outdoor advertising campaign

渣打小型企貸款年增逾倍

【記者張偉倫報導】自去年本港政府推出信貸保障計劃後，中小企業更易於取得貸款，解決中小企的周轉問題。渣打集團2008年以下的渣打香港中小企業理財大中華區總裁羅維德表示，在今年首五個月該行對小型企業貸款額按年增加100%，當中90%小型企業客戶屬於「信貸保障計劃」。該行對中型企業新貸款金額度與小型企業相若，當中70%客戶屬於「信貸保障計劃」。她又指，自6月中銀行對中小企業貸款利率推出放寬後，9月下旬放寬的貸款申請額，較6月上旬增加3倍。現時渣打對貸款的批核率為60%，杜絕時間一長青時，渣打會加強審核程序，嚴格。由

以本港商業運作基準，另部分客戶則屬商業利率作基準，加上該行會考慮客戶的全面關係，所以難以指出現時渣打提供予客戶的利率。可是該行會在市場競爭及與客戶關係中取得平衡。

人民幣存款延長優惠

另一方面，早前渣打推出的人民幣存款優惠將於本週六(即18日)屆滿。她表示現時反應理想，所以正考慮延長有關優惠。同時香港貿易發展局及渣打香港在今年再次合作，聯手推出中小企「商」業發展計劃，以協助非港中小企業開拓市場。在渣打由該局



SME alliance program with TDC

We are well positioned in the market with huge opportunities

- 1 Strong franchise: Over 300 physical touch points
- 2 Serving a quarter of the total HK banking population
- 3 Established presence in all segments with Private Banking opened in 2007
- 4 Note Issuing bank
- 5 Attractive Market Revenue Pool
- 6 Extensive Greater China opportunities to be unleashed

4 Strategic themes to deliver our aspirations

Guided by:

Customer-centricity & back-to-basics

Key themes:

- 1** Establish leadership in High Value Segment:
Private Banking, Premium Banking, SME
- 2** Grow Mass Market profitably
- 3** Optimise branch footprint and channel mix

Supported by:

4

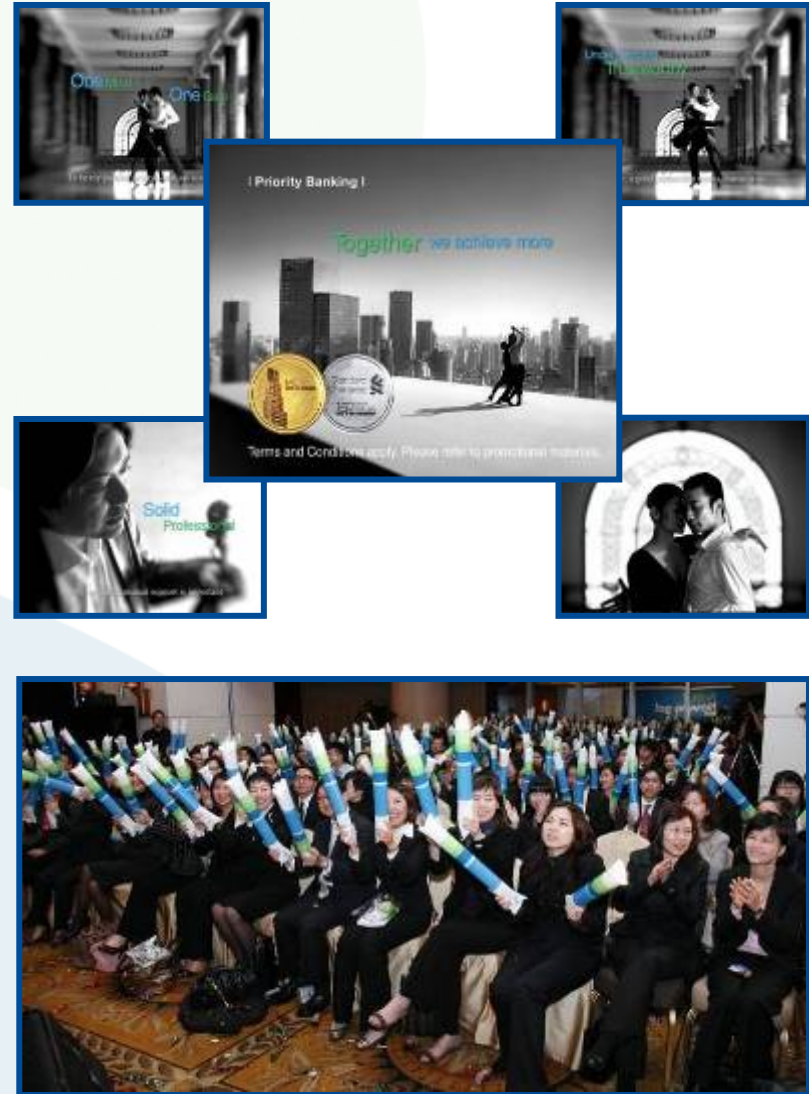
Right systems / infrastructure



- Offer 'one stop' shop proposition by fully leveraging on the excellent SCB Group franchise
- Leverage One Bank with strong cross-business referrals from Wholesale and SME segments
- Aggressive build up of sales capacity under existing stressed investment banking environment
- Unleash AEB potential while maintaining a robust risk discipline culture

Premium Banking

- Define strategic segments with greatest priority given to Greater China mobile individuals
- Revolutionise the RM Model and enhance capacity
- Renewed Priority Banking proposition
- Cultivate main-bank relationship
- Rejuvenate customer base and build prospective pipeline for future growth





- Strengthen Greater China customer proposition
- Increase operating banking business with up-tiering and cross-selling to increase PPC
- Achieve sustainable asset growth, focusing on secured, export services and government-backed SME loans
- Diversify revenue streams, focusing on insurance, trade, cash management and hedging
- Strong collaboration with the branches and cross-segment leveraging with Premium and Private Banking

Footprint optimisation to capture growth & deliver best customer experience

- Branch expansion focuses on key transport hubs
- Expand RM capacity to align footprint growth
- Provide transaction convenience to customers through revamp of ATM
- Strategic locations to cater needs of attractive sub-segments
- Segment needs / usage patterns drive design of branch formats



Summary of key messages

- Strong recovery and well positioned for growth
- Continue with our top priorities in delivering profitable balance sheet growth, deepen customers relationships, and regain Wealth momentum
- Good progress in CB transformation journey with early successes in paradigm shift to customer centricity
- Massive opportunity emerging in Greater China region
- Leverage on strong franchise and aspire to grow with defined strategic themes

