









### Vivek Ahuja

Deputy Group Finance Director and Chief Financial Officer, Wholesale Banking

### **Forward looking statements**



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### Agenda



Key messages and strategy recap

■ H1 2011 performance highlights

Q3 2011 update

Outlook and opportunities

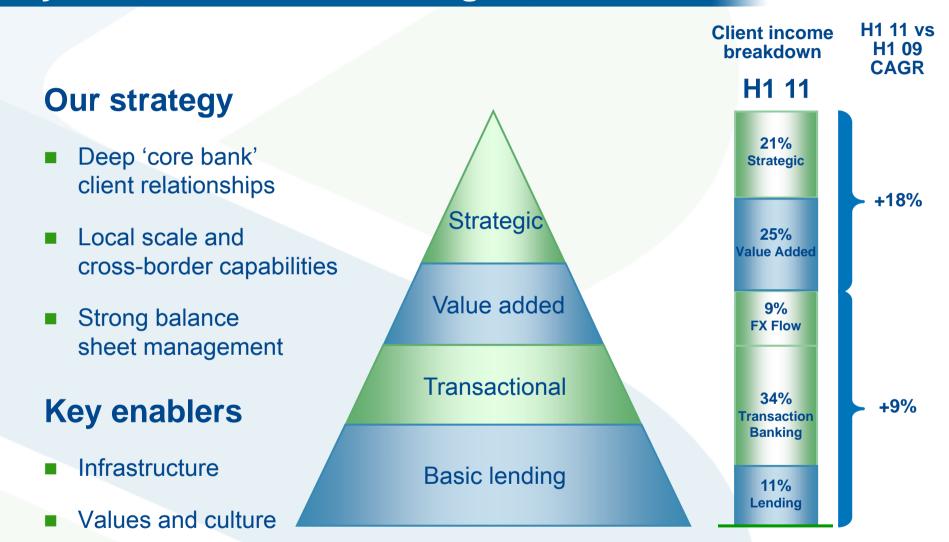
### Key messages



- We are strongly positioned to continue to deliver sustainable client income growth
- We have a clear and consistent strategy to support mid-to-high teens client income growth through the cycle
- We continue to expand our product capabilities through organic development and key acquisitions
- We have deepened our client relationships and delivered market leading transactions
- Expense discipline has been tightly managed whilst we continue to invest in key strategic priorities
- We maintain disciplined balance sheet growth with strong credit quality and a liquid and well funded balance sheet

# We have a consistent strategy underpinned by our Commercial Banking business





## H1 11 financial performance recap



US\$m	H1 10	H2 10	H1 11	H1 11 vs H1 10 %	H111 vs H210 %
Income	5,012	4,967	5,427	8	9
Client income	4,063	3,970	4,436	9	12
Expenses	(2,357)	(2,483)	(2,568)	9	3
Operating profit before impairment	2,655	2,484	2,859	8	15
Loan impairment	(138)	(167)	(201)	46	20
Other impairment	(46)	(18)	(68)	48	nm
Operating profit	2,471	2,299	2,590	5	13
Risk weighted assets (US\$bn)	174.6	177.5	189.0	8	6
A/D ratio	74.5%	75.1%	74.1%		

### Challenging market conditions in Q3 11



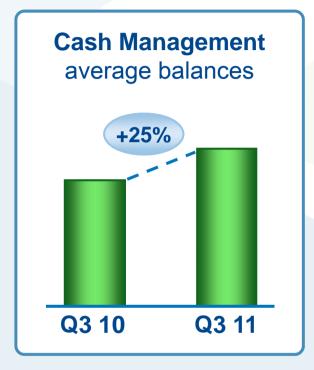


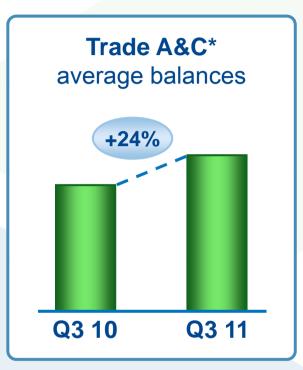
#### **Market overview**

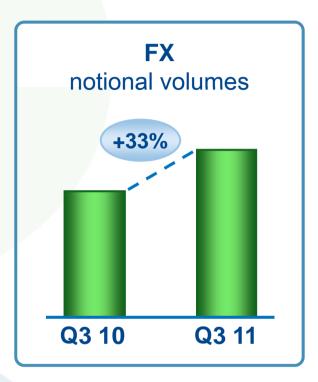
- Eurozone impact on investor sentiment
- M&A and debt and equity issuance markets particularly affected
- Increased volatility and sharp declines in equity markets driven by flight to safety
- US\$ rally versus Asian and emerging markets currencies
- Lack of correlation between rates and equities markets

# Delivered a resilient performance driven by continued growth in Commercial Banking









#### **Highlights**

- Balances boosted by flight to quality
- Increased RMB contribution
- Stable/rising NIMs

### **Highlights**

- Strong growth in open account trade and supply chain finance
- QoQ NIM improvement with further re-pricing opportunities

#### **Highlights**

- US\$ volatility
- Increased volumes in Asian crosses
- Wider spreads, particularly September

\*Trade A&C = Trade assets and contingents

# Strong performance in FX, Rates and Commodities but challenging markets affected CF, CM and PF



#### **Financial Markets**

- Double digit YoY growth in FX, Rates and Commodities driven by increased volumes
- QoQ growth from all trading-related product lines
- Capital Markets pipeline execution impacted by market conditions

### **Corporate Finance**

- Good flow of small/mid sized deals with deal volumes up strongly YoY
- Robust deal pipeline and continued build out of franchise
- Large deal pipeline execution impacted by market conditions

#### **ALM**

Performance up on the first half run rate

### **Principal Finance**

 Falling market valuations impacted existing investments but created new investment opportunities

# We are strongly positioned for opportunities in a changing external environment



## Market and regulatory environment

- Impact of Eurozone on confidence
- Emerging market inflation
- Lack of directional trends
- Sustained growth in trade flows but risk of cyclical lag
- Further tightening of global liquidity
- Basel 3 changes
- Regulatory impact on cost of liquidity
- Delayed risk-transfer of distribution transactions

#### **Opportunities**

- Core footprint is in the heart of GDP and trade growth
- Market share gain opportunities
- Global banks refocus on core domestic markets
- Investor flight to quality
- Commercial Banking strength
- Short asset tenor enables swift ability to re-price
- Ability to provide liquidity is enabler to benefit from re-pricing opportunities
- Longevity and depth of client relationships

# We have clear opportunities to generate continued and sustainable income growth



Deepen relationships with existing client base

Continue to build product capability

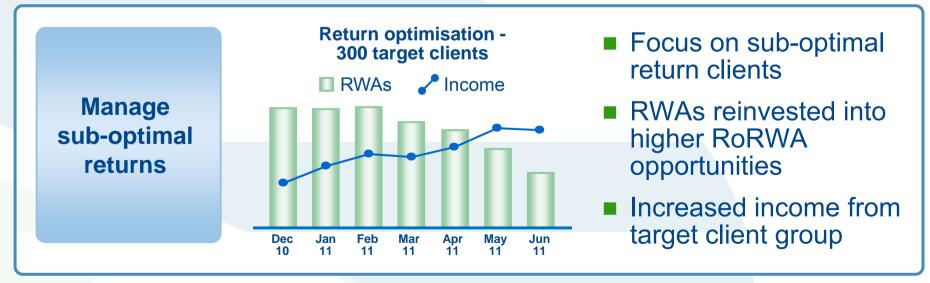
Client segments focus with industry specialisation

Developing presence in next generation markets

# Maximising the potential of our existing client base

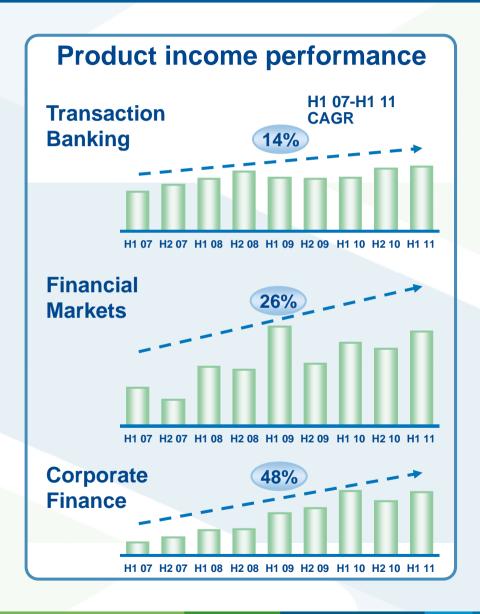






# We continue to expand our product capabilities





## **Examples of expected growth products**

- Transaction Banking
  - RMB: trade settlement, clearing and account services
  - Integrated Cash and Trade product offerings
  - Open account trade products
- Financial Markets
  - Commodities: financing, derivatives and advisory
  - Equities: sales, trading and research platform
  - RMB: derivatives, offshore NDFs, Dim Sum bonds
- Corporate Finance
  - Metals and mining advisory
  - Equity Capital Markets advisory

# We have deepened relationships and grown our income across all client segments





### **Key areas of focus**

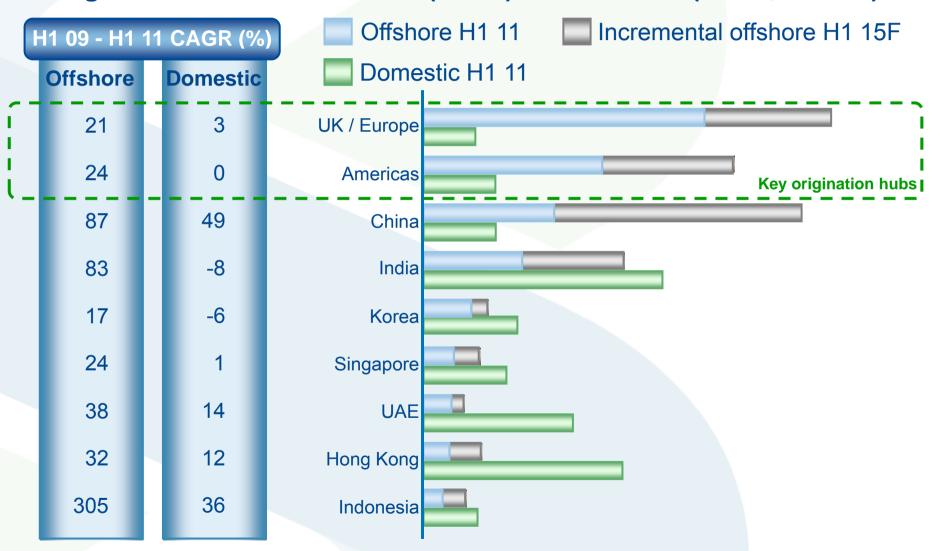
- Strategic client coverage group
  - Further roll-out of successful strategy
- Global Corporates
  - Continued focus on deepening relationships
  - Increase focus on asset growth, distribution and returns
- Local Corporates
  - Building strong local franchise, e.g. China, Indonesia
  - Up-tiering client relationships
- Financial Institutions
  - Investors and intermediaries

<sup>&</sup>lt;sup>1</sup> Commercial Banking = OCC Lending + Transaction Banking + Cash FX; Value Added = Financial Markets – Cash FX; Strategic = Corporate Finance + Principal Finance

# We are leveraging our deep client relationships and network to drive offshore income growth



### Originated income - domestic (H1 11) and offshore (H1 11, H1 15F)



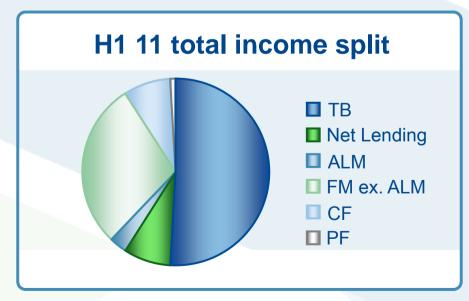
# Our next generation markets such as China are key to achieving sustainable income growth



WB China - highlights					
	H1 09 - H1 11 CAGR (%)				
Client income	40				
Offshore income	87				
<b>Customer assets</b>	15				
GDP growth foreca	st <sup>1</sup> 9.2				

#### **Key opportunities**

- Chinese trade flows within our network
- Deepen local franchise
- Development of domestic capital markets
- International expansion of local corporates





<sup>&</sup>lt;sup>1</sup> GDP growth represents 2011 forecast GDP growth

### **Summary**



- We will sustain consistent growth in client income through relentless execution of a client focused strategy and diversification of income
- We continue to expand our product capabilities through organic development and key acquisitions
- We operate in attractive markets and continue to gain market share in next generation markets
- Expense discipline will be maintained and we continue to invest
- We maintain disciplined balance sheet growth with strong credit quality, a liquid and well funded balance sheet and continued focus on capital optimisation



## Leading the way

in Asia, Africa and the Middle East

**Karen Fawcett** 

Group Head, Transaction Banking

### Key messages



- Transaction Banking is critical to Wholesale Banking strategy and pivotal to our client relationships
  - Our cash business provides liquidity feedstock for the bank
  - Our trade business anchors relationships and provides real insight into our clients

We have strong capabilities to serve all client segments and are actively deepening relationships

We are well positioned and well invested for future growth

# Providing fundamental daily services to clients



#### Securities Services

- Custody and clearing
- Regional custody
- Broker clearing
- Fund services
- Alternative investment fund services

### Cash Management

- Global liquidity management
- Receivables management
- Domestic and cross-border payments

Global custodians Brokers Investors

### **Corporates**

- Global
- Local
- Commodity

Trade Finance

- Documentary credit and collection
- Trade financing solutions
- Supply chain financing
- Receivables services
- Document checking

**Banks** 

## **Clearing Services**

- G3 clearing services
- Local currency clearing services
- Third party payments services for corporates

# Transaction Banking is key to the Wholesale Banking strategy

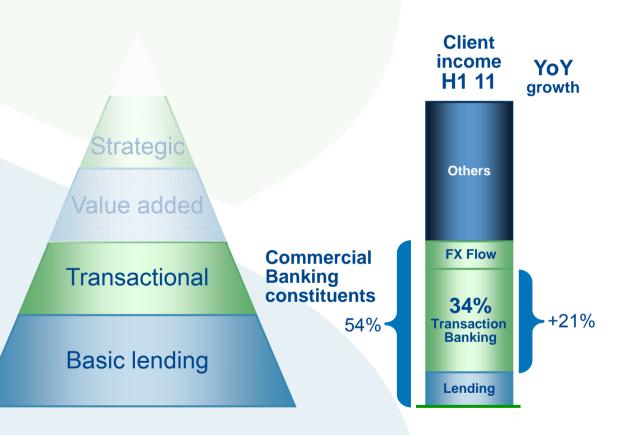


#### **Our strategy**

- Deep 'core bank' client relationships
- Local scale and crossborder capabilities
- Balance sheet management

### **Key enablers**

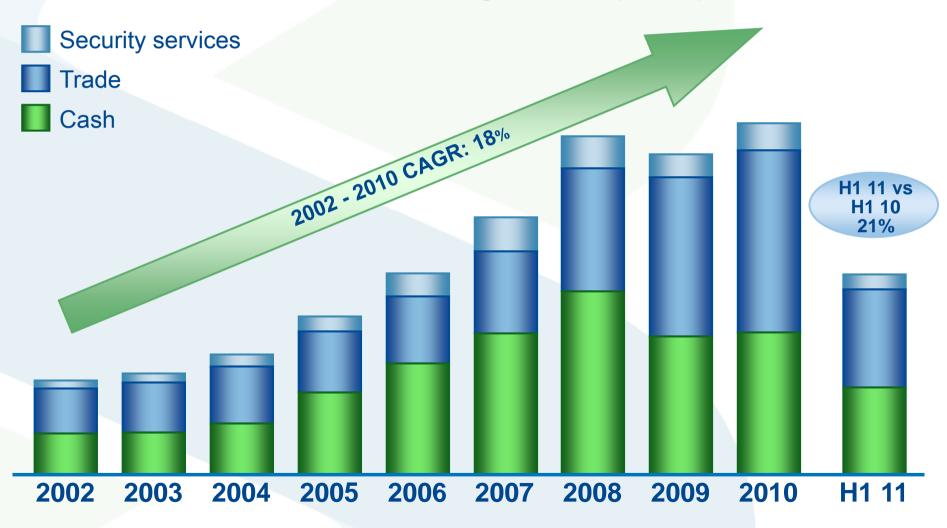
- Infrastructure
- Values and culture



### **Consistent financial performance**



### **Transaction Banking revenue (US\$m)**

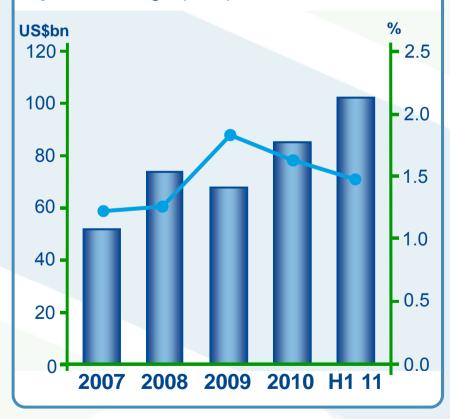


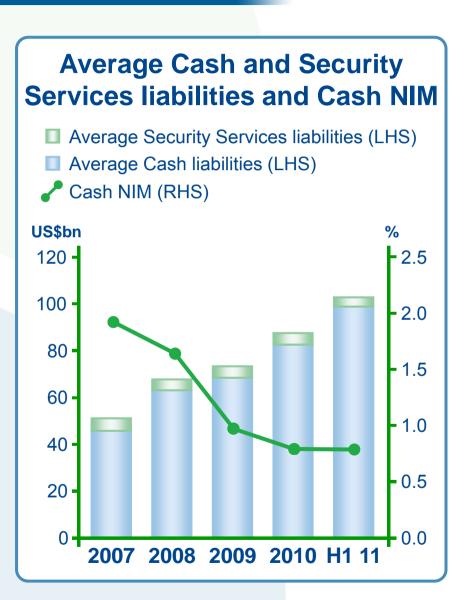
# Strong business growth despite volatile margins



# **Average Trade assets and contingents and Trade margin\***

- Average Trade assets and contingents (LHS)
- Trade margin (RHS)





<sup>\*</sup> Trade margin includes Trade NIM and fees

### Global recognition and scale



### Primary and secondary transaction banker

Top 10 banks (number of customers)



Source: East & Partners Asian Institutional Transaction Banking Markets Program May 2011

Users: 933 Institutions in Asia - China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, Korea, Taiwan, Thailand

### Trade as anchor



### Top 300 clients H1 11

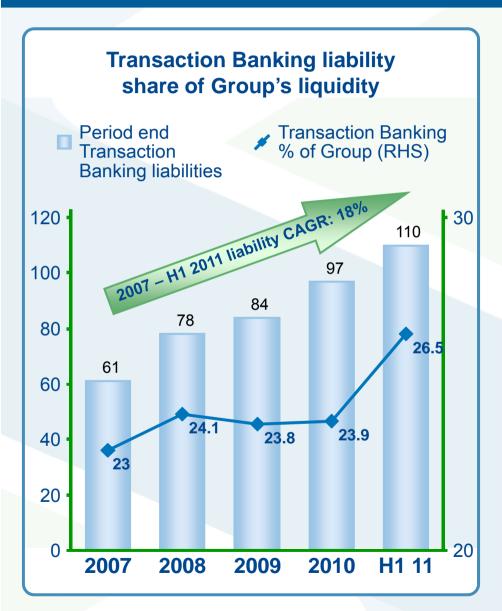




Source: WB Finance

### Liquidity engine of the Bank





- Client deposit growth > 20%
- "Sticky" operational deposits -(> 12 months behavioural tenor)
- Funding before lending > 40% liabilities for the rest of the Bank
- Strong and improving US\$ proportion - 51%

### **Areas of differentiation**



#### **Capital management**

- Distribute 25% of Transaction Banking risk weighted assets
- Diversified structures (collateralised loan obligations (CLOs), funded distribution, insurance)

### **Technology**

- Global platforms
- Hubbing
- Trade port
- Straight to Bank
- Building Securities platform and planning for Cash

#### **Network**

■ 1,700 offices and 5,800 ATMs in 70 markets

#### **RMB**

- Third largest RMB clearing bank behind Bank of China and ICBC
- RMB trade services 30 countries
- Approximately 8% 15% market share across key products

### **One Bank**



### **Consumer Banking**

- Employee banking
- Commercial branches
- SME Trade and Cash capabilities
- Private Banking

### **Wholesale Banking**

- Transactional to transactional (TBFX)
- Strategic to transactional

### With considerable upside for growth

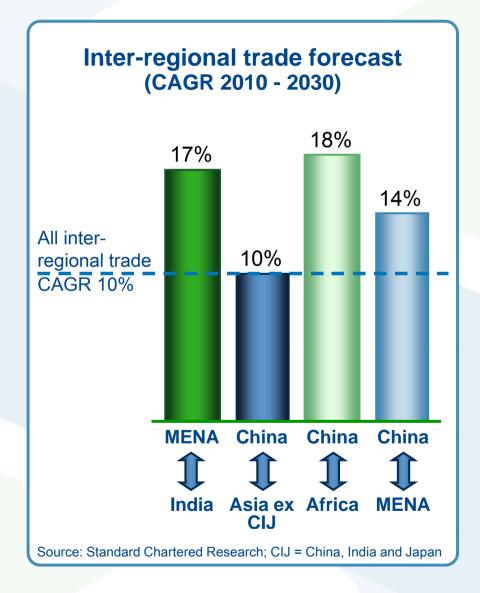


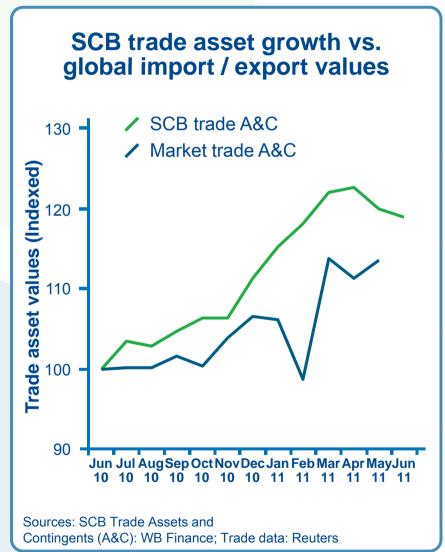


Source: Oliver Wyman analysis - July 2011 (based on 2010 annual data)

# Located in the right places and beating the competition







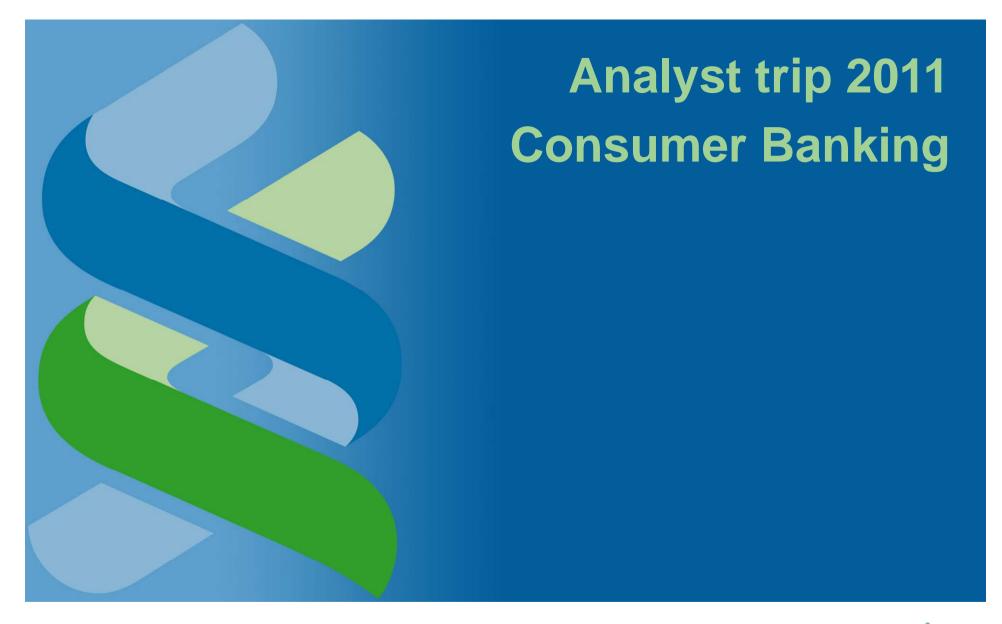
### Key messages



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We have strong capabilities to serve all client segments and are actively deepening relationships

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## Leading the way

in Asia, Africa and the Middle East

**Andrew Bester** 

Chief Operating Officer, Consumer Banking

### **Consumer Banking**





- Presence in 44 countries
- Over 13 million customers
- Over 1,500 branches
- Nearly 6,000 ATMs
- 6.5 million cards in circulation
- 29 online banking countries

## **Key messages**



CB transformation on track and delivering

Well positioned to weather current challenges competition, margins

Continuing to pace investment for long term growth

## **Consumer Banking strategy remains unchanged**



## The world's best international Consumer Bank in each of our chosen markets and segments

## Participation model

- Focus on High Value Segments\*
- Three standard models
- Prioritised investment
- Hub and spoke, shared utilities

#### **Customer tocus**

- Distinctive Customer
   Value Propositions
   (CVP) and world
   class RMs
- Main bank relationship& payroll driven
- Needs based bundling

#### **'Back to basics**

- Re-engineering and centres of excellence
- Liquidity and secured lending
- Strong risk and cost discipline
- Performance management

<sup>\*</sup> High Value Segments (HVS) - SME, Private, Priority

## **Entering "Tune" phase of transformation**



#### "Tune" May 2011 - Dec 2012

- Personal and Islamic CVP
- Embed charter & SC Way
- "Trusted Advisor"
- Strengthen brand
- Drive B/S\* momentum
- Alternative distribution

## "Outperform" Jan 2013+

- Multi-channel experience
- Brand/NPS\*\* leadership
- Competitive RORWA
- World class technology
- Optimised analytics
- Employer of choice

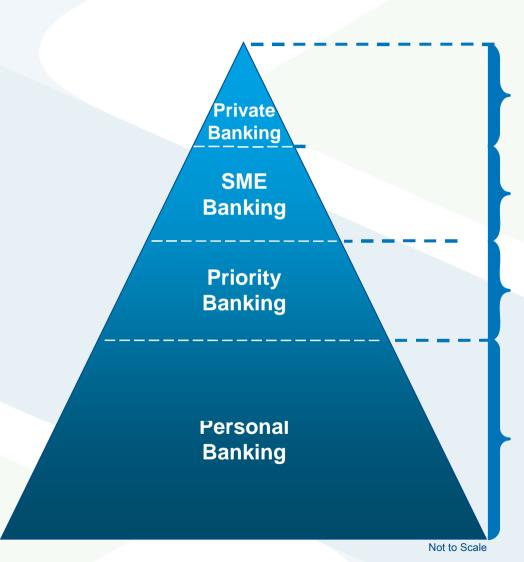
"Install" Jan 2009 - Apr 2011

- Participation models
- CVPs for HVS
- Customer charter
- "The SC Way"
- B/S\* momentum
- Performance management

<sup>\*</sup> B/S = balance sheet, \*\*NPS = Net Promoter Score

## **Customer segments**





#### **Program criteria**

HNW with AUM ≥ US\$1m

SME with turnover ≤ US\$25m

Affluent with AUM ≥ US\$100k

Emerging affluent and mass market with AUM < US\$100k

Program criteria are indicative and vary by countries based on local market environment

## **Private Banking**



#### **Recognition from the industry**

#### **FT / Investors Chronicle**



Global Best Private Bank 2011

#### **Private Banker International**



Outstanding Private Bank, Asia Pacific 2008, 2009, 2010

### Euromoney Global Awards for Excellence



Global Best Private Bank 2008

## The Banker / Professional Wealth Management



Global Best Private Bank 2010

- Robust 31% AUM growth YoY as at H1 11
- Well positioned for higher growth
  - Strong wealth creation in our focus markets in Asia, Africa and Middle East where wealth is being generated at double the rate of developed economies
  - One bank as a competitive advantage
- People are key to our success:470+ RMs as at H1 11

### **SME Banking**





SOLUTIONS TO YOUR TRADE FINANCING NEEDS IN JUST TWO WORKING DAYS-GUARANTEED



Salve your trade and working capital needs foday. SME Banking's Express Trade Sentice is an innovative one-slop financing solution Fat left you take control of your business' cashflow easily

#### Eastest approval Ghedit decision in Just

two working daysguaranteed?

Simple application for thade and working capital facilities of up to 551.25 million.

#### Commitment granultural A dedicated Sessionarily Manager

and team of Specialists to take careof your bushessneeds.



But a credit decision faster with yet another cervice guarantee bodys your creat decision in two working days - guaranteed" power give you \$550 for every working day of delay.

Solutions to your trade and wording capital needs are just 48 hours away. Take advantage of fur latest business. opportunities to day

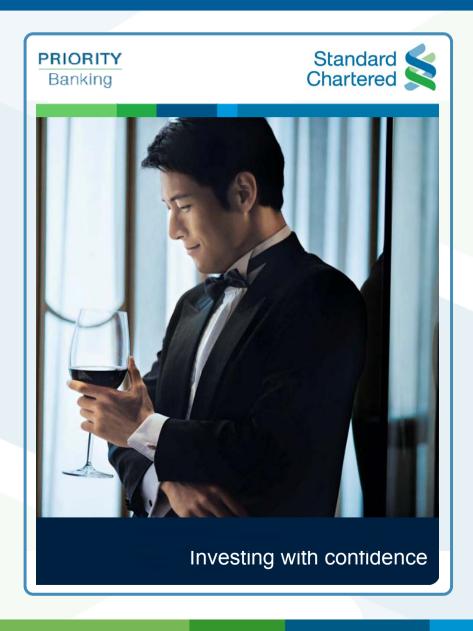
Gall 1800 743 3000 to find outmore:

Here for good standardchartered.com.sg

- Deposits led business with double digit income and footings growth
- Good progress on delivering strengthened **Customer Value Propositions**
- Rolled out service guarantees to support our **SME** proposition
- SME Banking operates in 29 countries

## **Priority Banking**





- Double digit growth in income, AUM and balance sheet
- Growth propelled by deepening share of clients' wealth wallet
- Capturing the fast growing international banking clientele
- Leveraging network of 31 markets across Asia, Africa and Middle East

### **Personal Banking**





- Largest customer segment in Consumer Banking
- Strong pipeline for High Value Segments
- Key to employee banking proposition
- Product bundles successful in meeting customer needs

## Redefining customer experience









#### Differentiated service and solutions







tellers have pledged to serve every one of our valued customers within 8 minutes

> S\$1 will be contributed to charity every time our pledge is not met







#### **Innovative solutions**

#### **Segment-led propositions**



#### **Strategic alliances**



#### **Campaigns and new products**

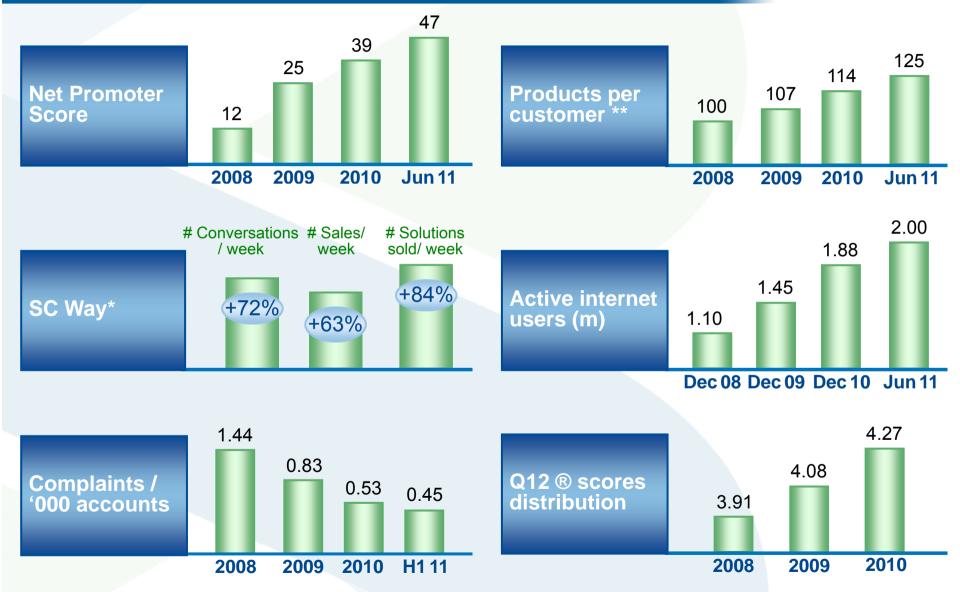






## **Customer metrics show strong progress**





\*SC Way: Standard Chartered Way, data as at September 2011 \*\*Products per customer (PPC) index

## Bringing it all together



To be the world's best international Consumer Bank in each of our chosen markets and segments across Asia, Africa and the Middle East





## Leading the way

in Asia, Africa and the Middle East

**Kevin Hoffman-Smith** 

Chief Financial Officer, Consumer Banking

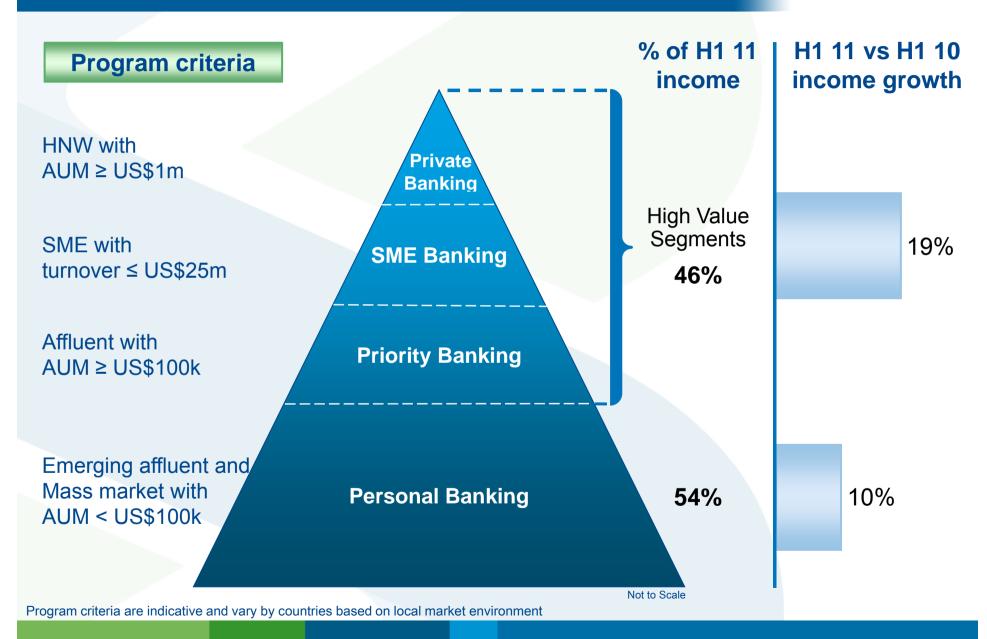
## H1 11 financial performance



US\$m	H1 10	H1 11	H1 11 vs H1 10	H1 11 vs H1 10 %		H1 11 vs H1 10 % (constant currency)
Income	2,912	3,337	425	15	I I I	11
Expenses	(1,966)	(2,109)	143	7	Î I	3
Operating profit before impairment	946	1,228	282	30		26
Loan impairment	(299)	(211)	(88)	(29)	 	(31)
Other impairment	(4)	(4)	0	0		0
Operating profit	643	1,013	370	58	İ	53

## **Income by segment**





## **Income by geographies**



US\$m	H1 10	H1 11	H1 11 vs H1 10	H111vs H110 %	H1 11 % of total
Hong Kong	523	642	119	23	19
Singapore	333	445	112	34	13
Korea	510	583	73	14	18
Other Asia Pacific	704	797	93	13	24
India	251	238	(13)	(5)	7
MESA*	344	359	15	4	11
Africa	183	202	19	10	6
Americas, UK & Europe	64	71	7	11	2
Total	2,912	3,337	425	15	100

NOTE: \* MESA refers to Middle East and Other South Asia

## **Income by product**



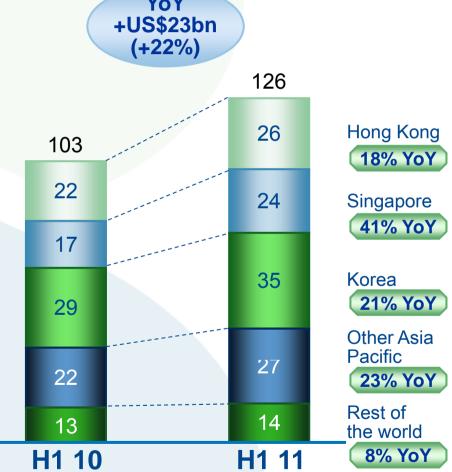
US\$m	H1 10	H1 11	H1 11 vs H1 10	H1 11 vs H1 10 %	H1 11 % of total
Cards, Personal Loans & Unsecured Lending	988	1,149	161	16	34
Mortgages and Auto Finance	733	751	18	2	22
Deposits	571	691	120	21	21
Wealth Management	535	657	122	23	20
Others	85	89	4	5	3
Total income	2,912	3,337	425	15	100

## Loan growth and composition





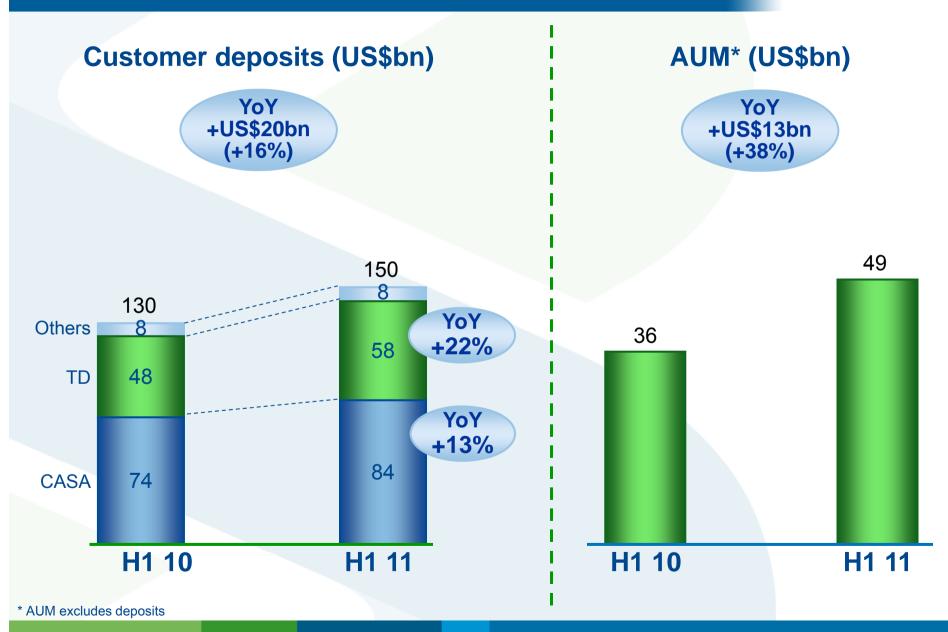
# Loans by geography (US\$bn) YoY +US\$23bn



Note: Other includes personal loans and credit cards

## **Deposits and AUM growth**





# Loan impairment and delinquency trend by product



		H1 10		H1 11
Mortgages	LI/ANR 30dpd/ENR Loan book (US\$bn) LI (US\$m)	0.05% 0.70% 61 17		0.04% 0.60% 73 13
SME	LI/ANR 90dpd/ENR Loan book (US\$bn) LI (US\$m)	0.60% 1.10% 14 44		0.40% 0.58% 20 38
Other Including personal loans & credit cards	LI/ANR 30dpd/ENR Loan book (US\$bn) LI (US\$m)	1.93% 2.58% 28 238		1.03% 2.09% 33 160
Total	LI/ANR 30dpd/ENR Loan book (US\$bn) LI (US\$m)	0.58% 1.20% 103 299	) ( (	0.35% 0.95% 126 211

NOTE: LI - Loan impairment, ANR - Average net receivables, ENR - End period net receivables

## **Summary**



#### Headwinds

- Geographies under pressureKorea and India
- Increasing competition for liquidity
- Weaker investor sentiment

#### **Key Messages**

- Strong and balanced income and growth across segments, geographies and products
- Expenses tightly managed and investments strategically prioritised
- Stable impairment and delinquency trends



## Leading the way

in Asia, Africa and the Middle East

**Judy Hsu** 

Global Head, Wealth Management

# Asia is the fastest growing Wealth Management market





Source: BCG 2011 wealth report

#### **AUM** by country in our footprint

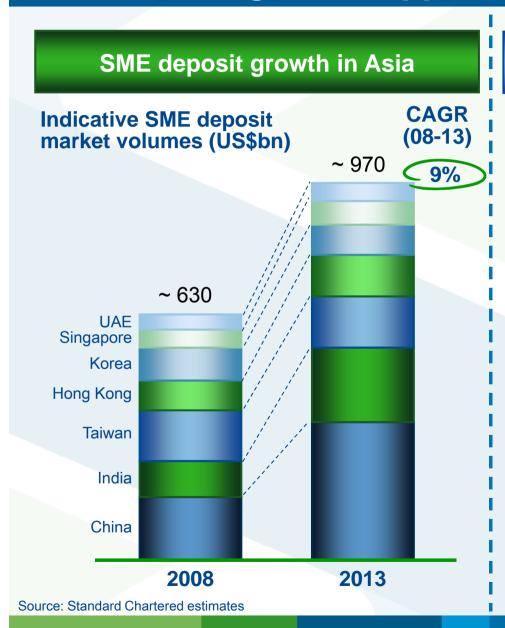


<sup>\*</sup> Rest of Asia includes:

Indonesia, Thailand, Malaysia, New Zealand, Philippines, Pakistan, Australia Source: Standard Chartered analysis

# Growth of SME presents Wealth Management opportunity





#### **Needs of business owners**

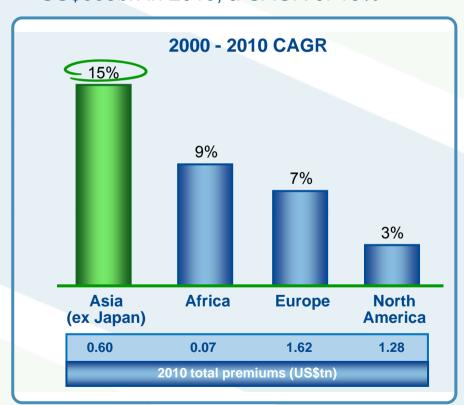
- Cash-rich small businesses (SBs) look for short term, yield enhancement products to park their excess cash
- Medium enterprises (MEs) with international trading require
   FX and hedging solutions
- Both SBs and MEs also require protection solutions
  - key man insurance
  - employee banking insurance

## **Bancassurance opportunity**



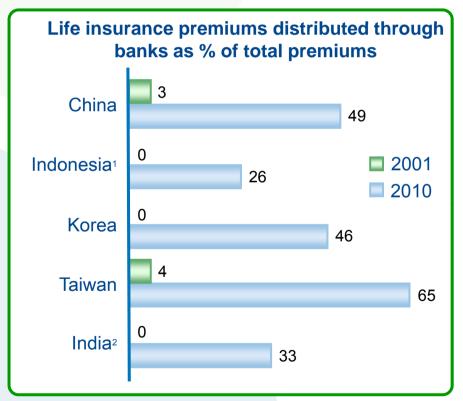
#### Insurance premium growth rate

■ Total insurance premiums in Asia excluding Japan grew from US\$147bn in 2000 to US\$603bn in 2010, a CAGR of 15%



#### **Bancassurance**

 Customers increasingly value the convenience and expertise of banks



Source: McKinsey, Note: Indonesia and China are based on gross written premium while the rest are based on new business premium 1 2009 2 Private sector ex Life Insurance Corporation of India

Source: SwissRe Sigma 2010 report

## Well positioned to capture the opportunities



#### One of the largest foreign banks in Asia, Africa & Middle East

More than 5,000 RMs and 900 investment specialists world-wide

#### **North Asia**

600+ branches Korea China Hong Kong Taiwan

#### South Asia, Africa, Middle East\*

500+ branches

UAE India

**Pakistan Zimbabwe** Zambia Oman **Tanzania** Qatar Bangladesh Uganda **Jordon** Lebanon Ghana Nepal Nigeria Sri Lanka Botswana Kenya Cameroon Gambia Sierra Leone Cote d'Ivoire

#### **South East Asia**

350+ branches

Singapore

Malaysia
Indonesia

Brunei Thailand Philippines Vietnam

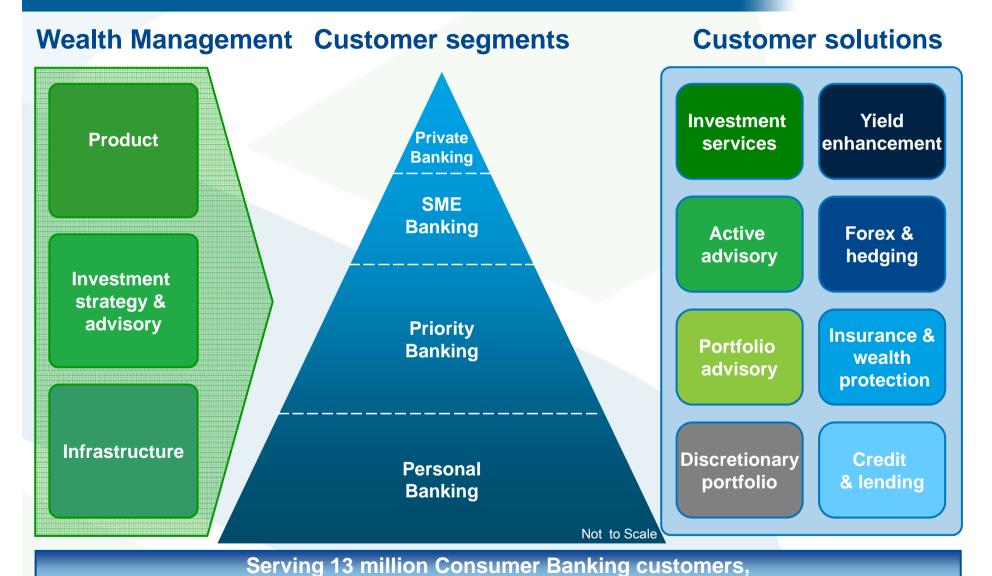


**Primary focus: top 7 markets** 

<sup>\*</sup> Includes all other countries not included in North Asia and South East region

## Wealth Management in Standard Chartered

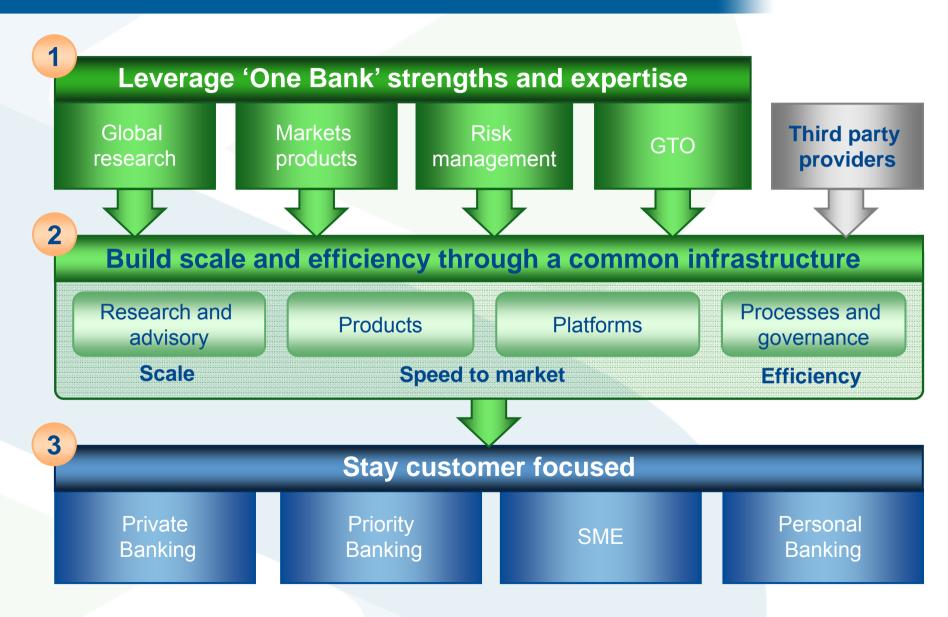




including 1.9 million Wealth Management customers

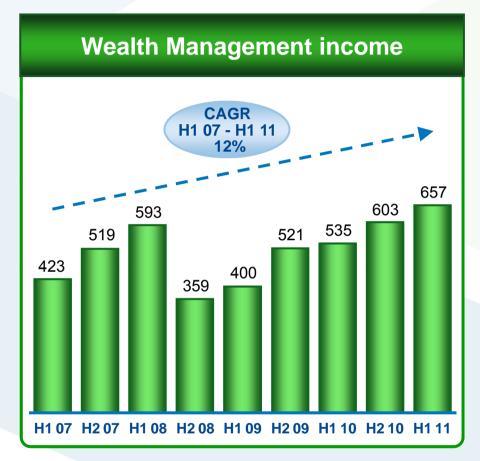
## Differentiated Wealth Management model

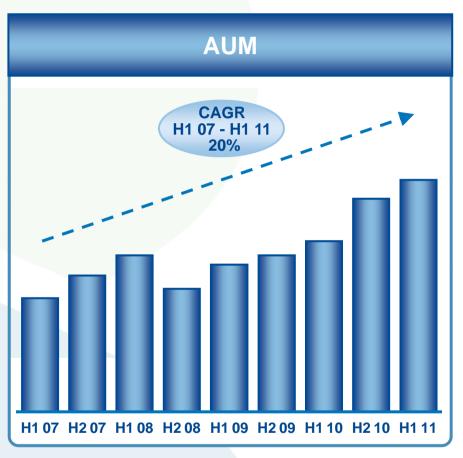




## Financial performance





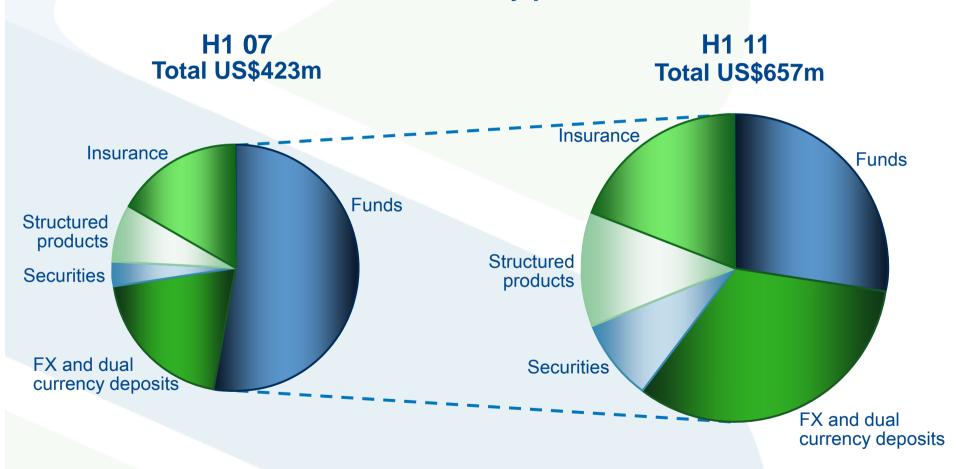


- Delivered double digit growth over last four years
- Income has weathered the volatility fairly well, but is not decoupled from market
- Focus to continue building a diversified and broad based business

## **Diversified income stream - products**



#### **Income mix by product**

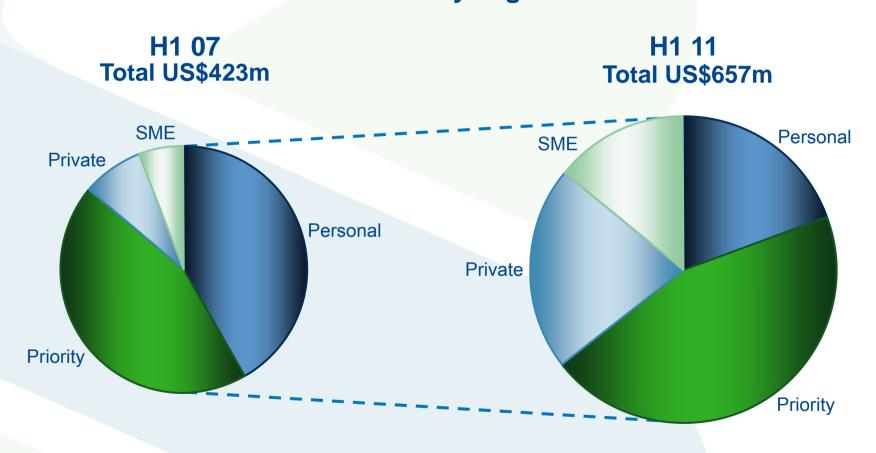


55% revenue growth between H1 07 and H1 11

## **Diversified income stream - segment**



#### **Income mix by segment**



# Strategic priorities - affluent / HNW segment



#### Move to an advice-led proposition

 Access to comprehensive insight, research and products, leveraging our footprint expertise





#### **Build world-class technology**

 Multi-channel execution and servicing capabilities that empower customers and our frontline staff



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#### **Standard Chartered online - securities**







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Terms and Conditions apply and are available at our branches or standardchartered.com.sg. \* To qualify for the Share Transfer-in Promotion, customers must have a securities online trading account, valued in the aggregate of at least \$\$50,000, from 20 October 2011 to 31 December 2011 (both dates inclusive, the "Promotion Period". Based on the trading price of support of shares transferred into Standard Chartered Bank ("SCB") during the Promotion Period, customers will be entitled to \$\$25 worth of Shopping Vouchers, up to a limit of \$\$100. \* To qualify for the \$\$100. \* To qualify for t

## **Capturing the SME opportunity**



#### **Relationship deepening**

 Increase penetration of FX and FX hedging needs via increased treasury specialists and disciplined account planning



 Target SMEs with yield enhancement and deposit replacement products



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## Capturing the bancassurance opportunity



#### **Enhance the value proposition**

Embed protection as a core part of the advisory process



 Introduce a more comprehensive range of products & solution

> General Insurance

Accident & Health

Life Insurance

#### **Build-out distribution**

 Expand channels to market including tele-marketing, direct marketing, online and mobile



Build-out the number of insurance specialists



## Key messages



We are in the fastest growing Wealth Management markets in the world

 Our business is performing strongly - income is diversified across region, products and segments

We are well positioned to capture the growth opportunity and will continue to invest for long term growth