

# Wholesale Banking and Consumer Banking Day 2012

**Leading the way**  
in Asia, Africa and the Middle East



# **Leading the way** in Asia, Africa and the Middle East

**Judy Hsu**

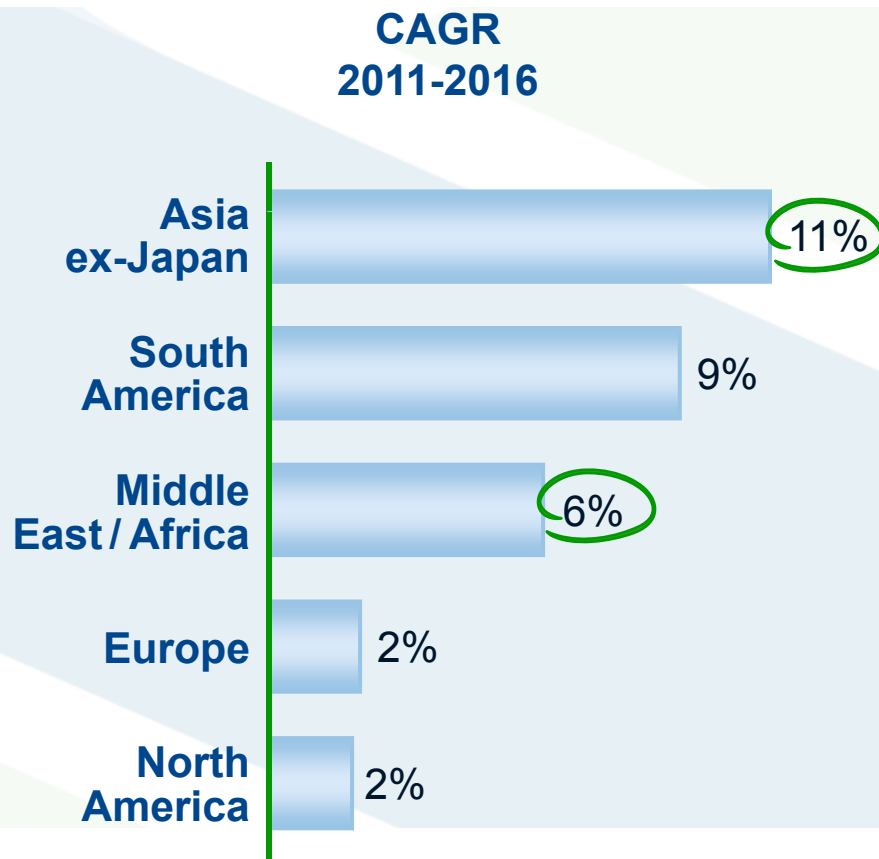
Global Head, Wealth Management

- Well positioned in the fastest growing markets
- Our strategy centres around being our customers “Trusted Advisor”
- Our diversified business is performing well
- Ongoing strategic initiatives to support future growth

# Asia is the fastest growing Wealth Management market

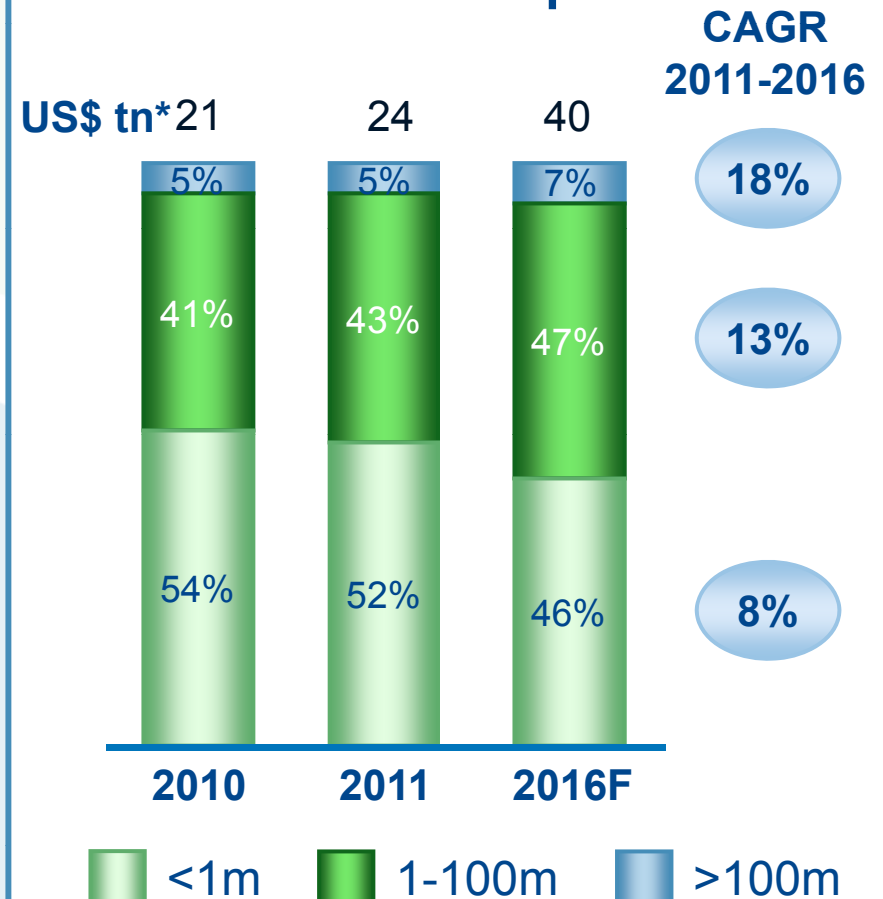


## Global AUM growth rate



Source: BCG 2012 wealth report

## Strong millionaire growth in Asia ex-Japan



Source: BCG 2012 wealth report; \*Total private financial wealth in Asia

# Established footprint aligned to growth



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

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

### North Asia

600+  
branches

Korea  
China  
Hong Kong  
Taiwan

Japan

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

500+  
branches

UAE  
India

Pakistan  
Oman  
Qatar

Bangladesh  
Lebanon  
Ghana  
Nigeria

Botswana  
Cameroon  
Sierra Leone

Zimbabwe  
Zambia  
Tanzania

Uganda  
Jordan  
Nepal

Sri Lanka  
Kenya  
Gambia  
Cote d'Ivoire

### South East Asia

350+ branches

Singapore

Malaysia  
Indonesia  
Brunei  
Thailand  
Philippines  
Vietnam



Primary focus: top Wealth Management markets

\* Includes all other countries not included in North Asia and South East region

# Being our customer's "Trusted Advisor"

## Structured advisory process

- Objective and ongoing advice focused on customer's holistic needs

## Expertise in our footprint

- Comprehensive insight, research and investment advice, leveraging on our expertise in our footprint

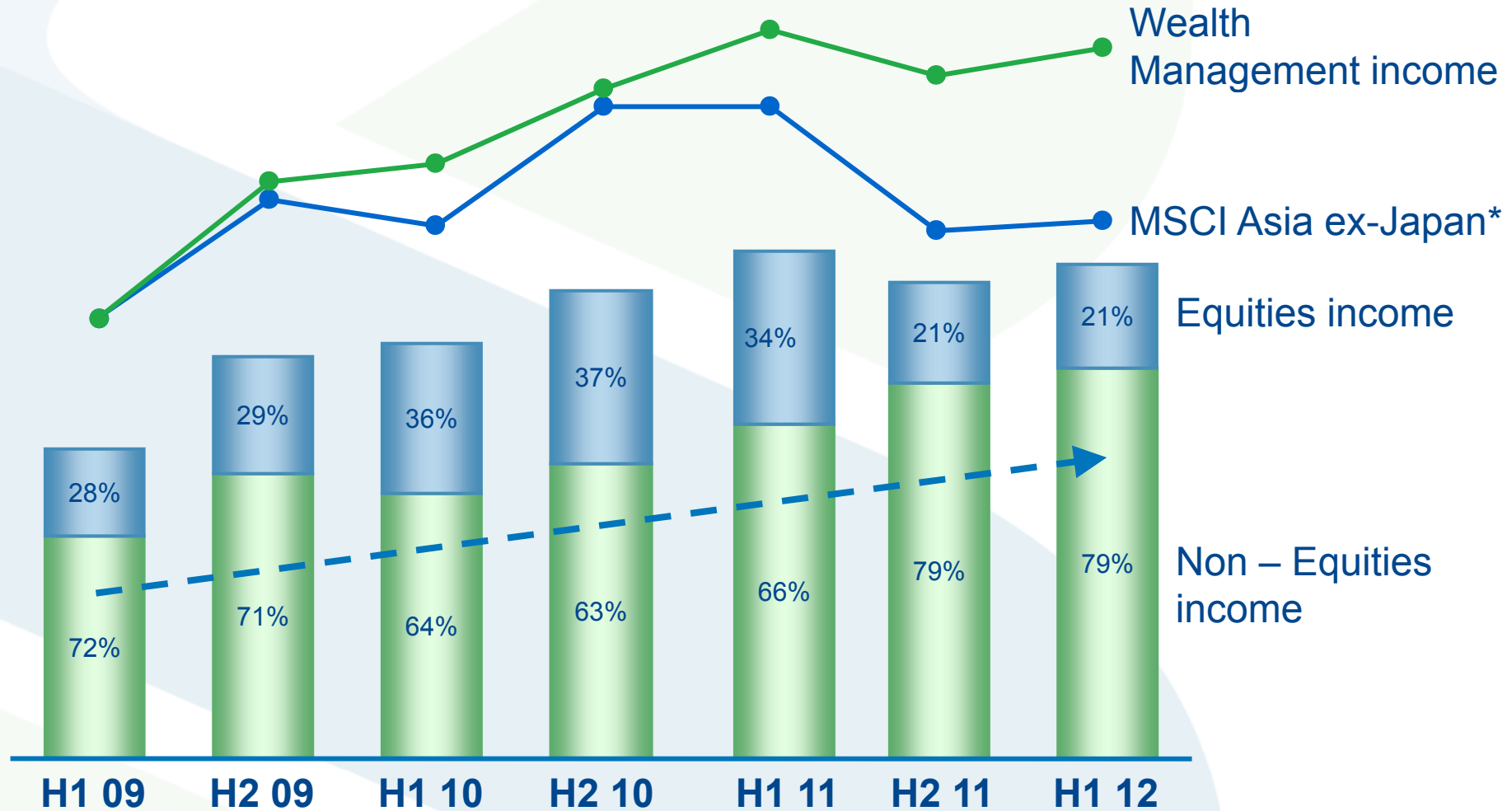
## Needs based solutions

- Customer-centric, no-complex solutions via an open-architecture platform

## Convenience and choice

- Convenient access via multi-channel capabilities

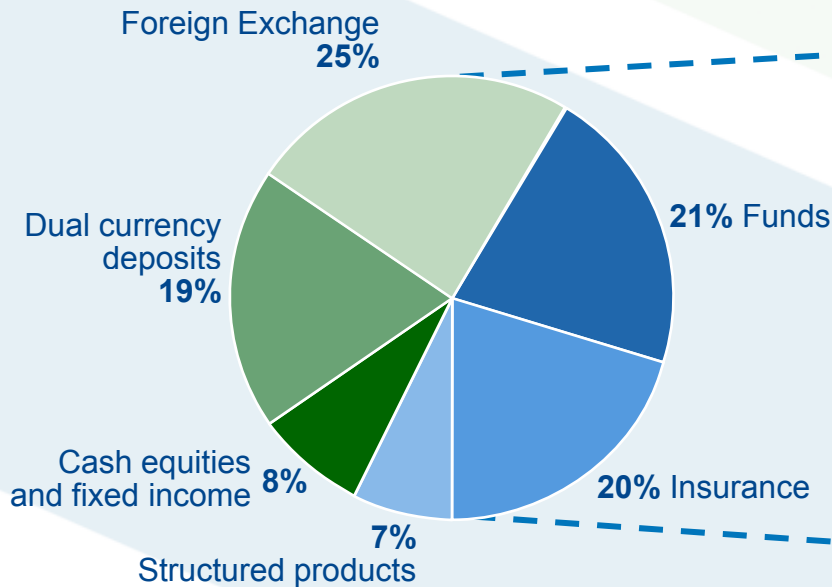
# Income resilience through market volatility



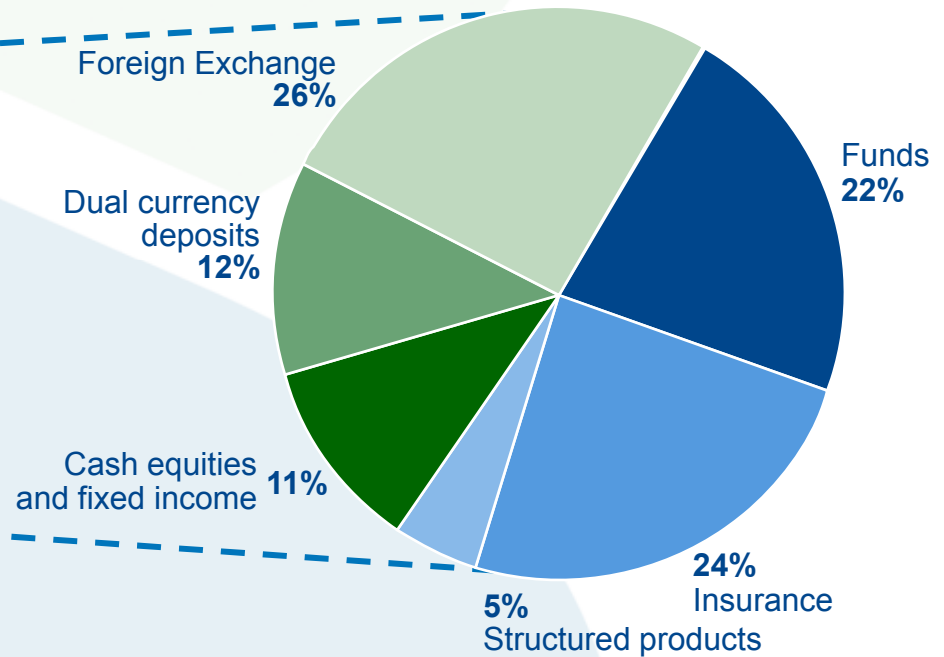
\*Source: Bloomberg

## Income mix by product

**H1 09**  
**Total US\$400m**



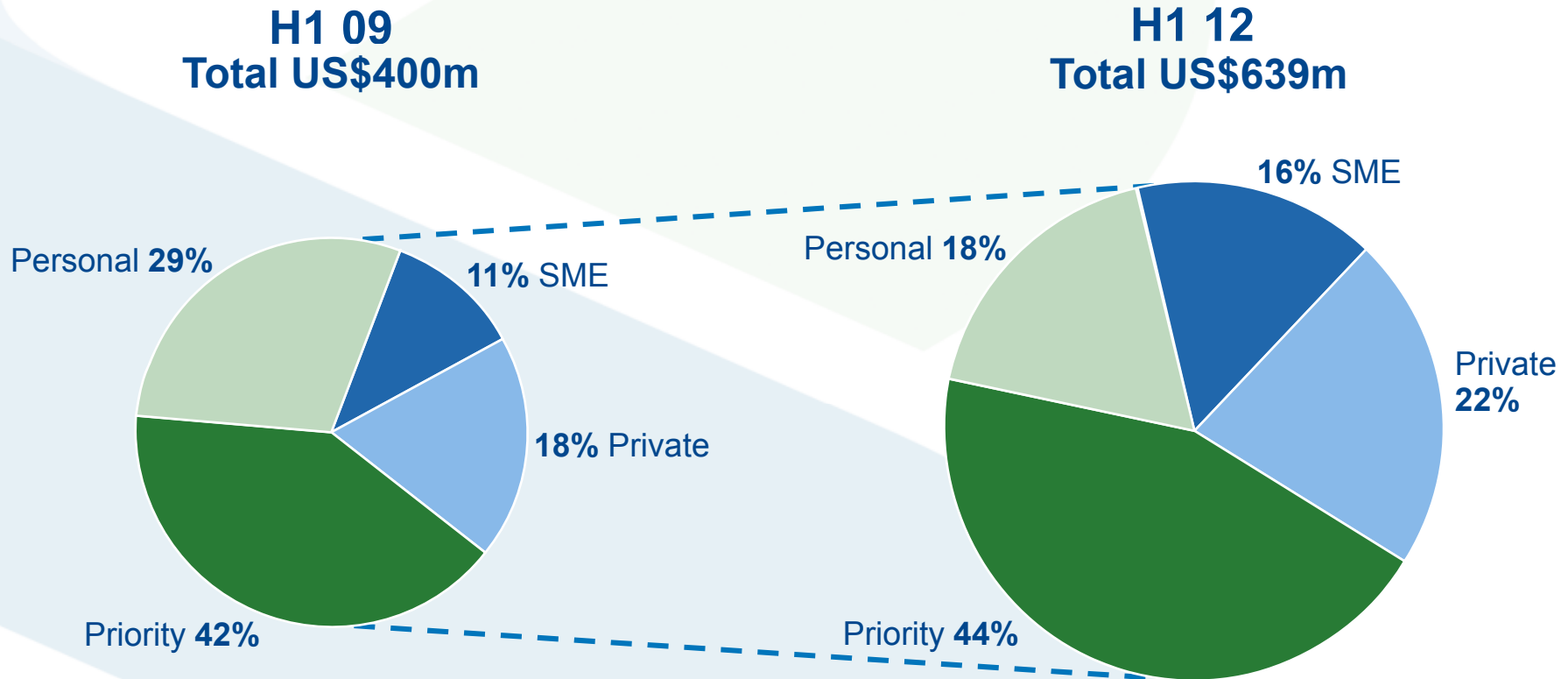
**H1 12**  
**Total US\$639m**



■ 60% income growth between H1 09 and H1 12



## Income mix by segment



- Deliver great frontline and customer experience
- Tailoring model to match market sophistication
- Grow insurance
- Rigor in risk management and compliance



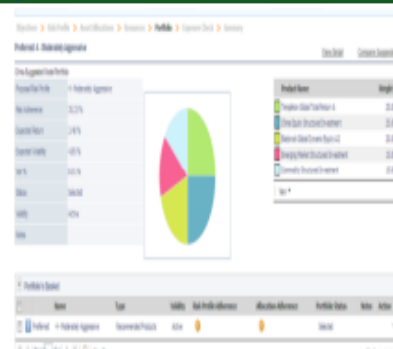
# Delivering a great experience

## For frontline

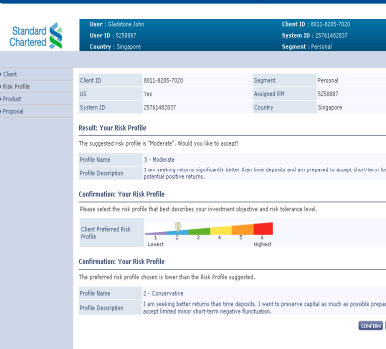
### Needs based conversation



### Asset allocation and portfolio review tools



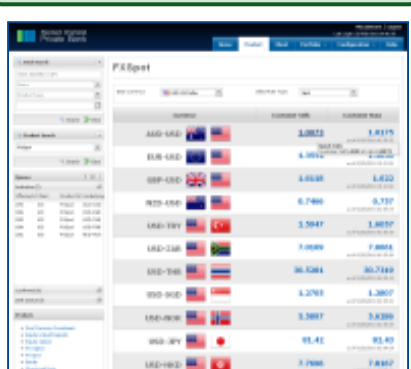
### Online customer investment profile



### Online and mobile trading



### Electronic dealing and STP \*



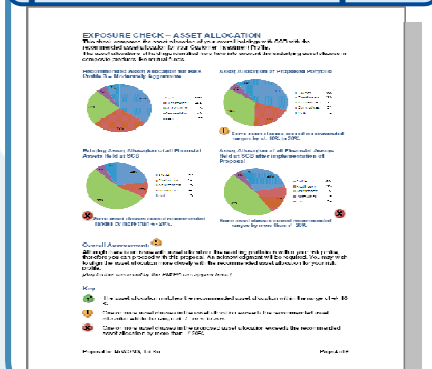
### Customer relationship management system



### Research and commentary



### Portfolio performance report



\*STP – Straight through processing

# Innovative program for online trading



## Breeze trading in Hong Kong

5 years of free buy side equities trading

買股票 5年免佣

Standard  
Chartered  
渣打銀行  
Here for good



## Online trading in Singapore

Access to 14 exchanges globally and  
over 10,000 securities

10 global markets within reach

1 million opportunities await

1 way to trade for free

Standard  
Chartered  
Here for good

It's good to trade online with no  
minimum commission.

Zero custody fees  
Transfer your shares to  
our custody. Plus, from  
now till 31 December 2011,  
successful transfers  
will receive up to

\$100  
worth of shopping  
vouchers\*

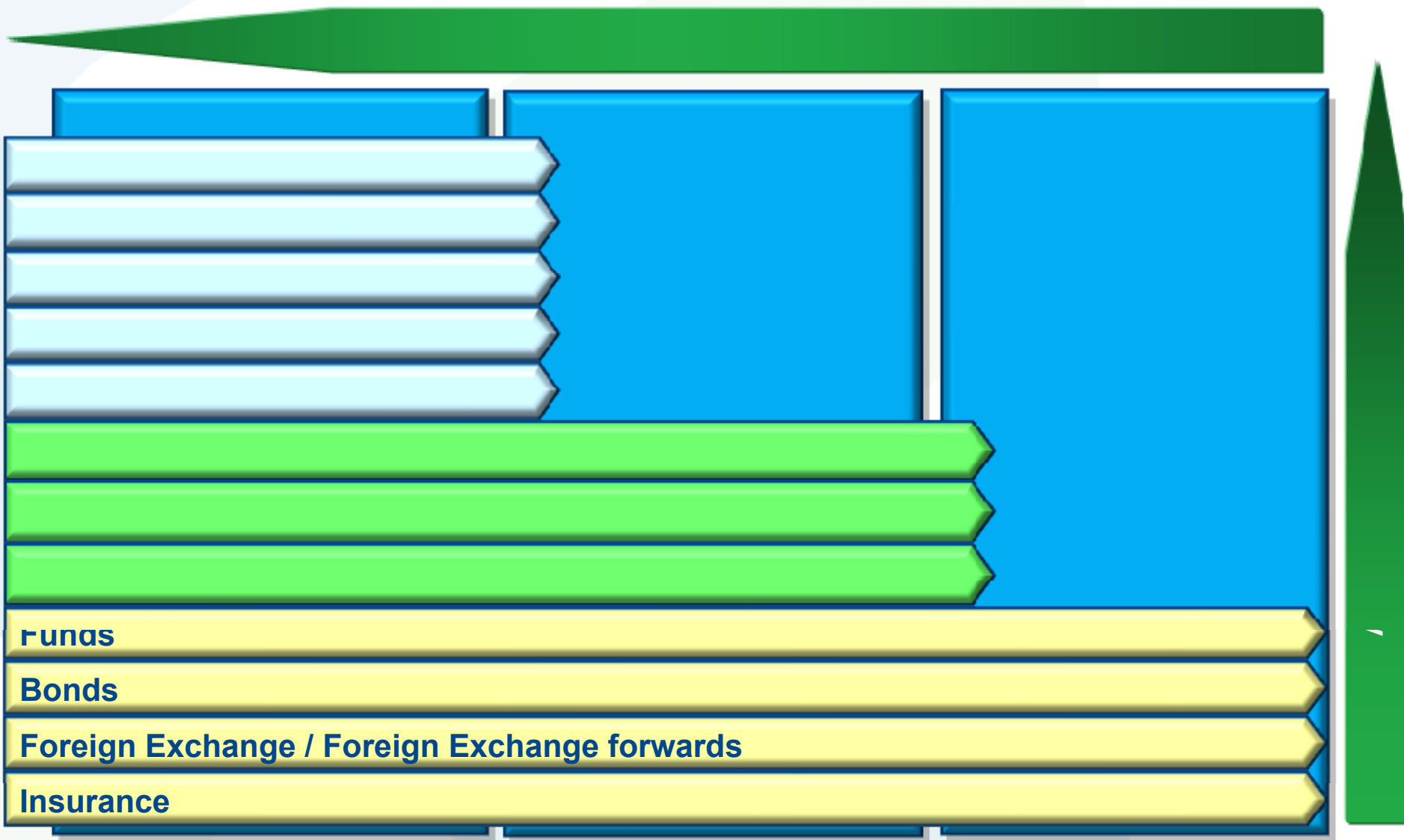
Trade for free  
Apply for  
Online Trading  
and enjoy

2 free  
trades  
worth up to \$100\*

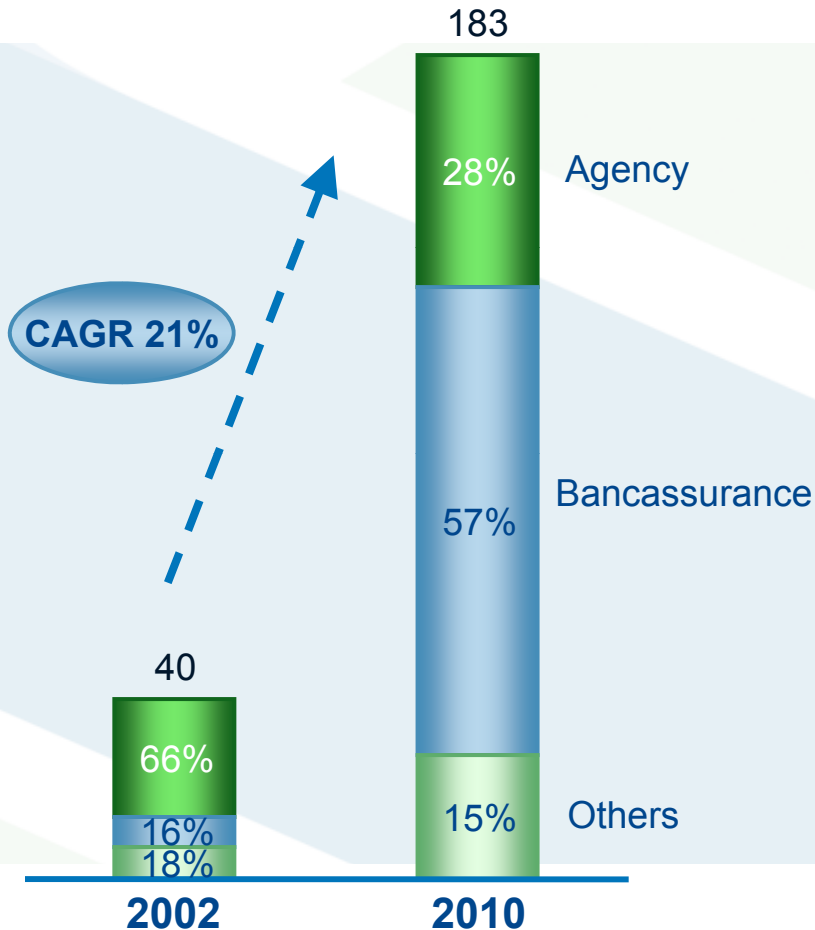
To know more, call 1800 242 5333 or  
visit [standardchartered.com.sg](http://standardchartered.com.sg)

See at our branches or [standardchartered.com.sg](http://standardchartered.com.sg). \*To qualify for the Share Transfer-in Promotion, customers must have a securities online trading account and have successfully transferred-in shares into a securities trade of at least S\$30,000, from 20 October 2011 to 31 December 2011 (both dates inclusive, the "Promotion Period"). Based on the trading price of such security at the time of the transfer-in. For every S\$50,000 worth of Bank ("SCS") during the Promotion Period, customers will be entitled to S\$20 worth of Shopping Vouchers, up to a limit of S\$100. \*To qualify for the Sign-up Promotion, customers must open a securities online account from 20 October 2011 to 31 December 2011 (both dates inclusive, the "Promotion Period"). This is not an offer, recommendation or solicitation to anyone to enter into any transaction or adopt any hedging, trading or investment decision, including whether the Online Trading service is suitable for you. The products/services involved are not principal-protected and you may lose all or part of your original investment amount.

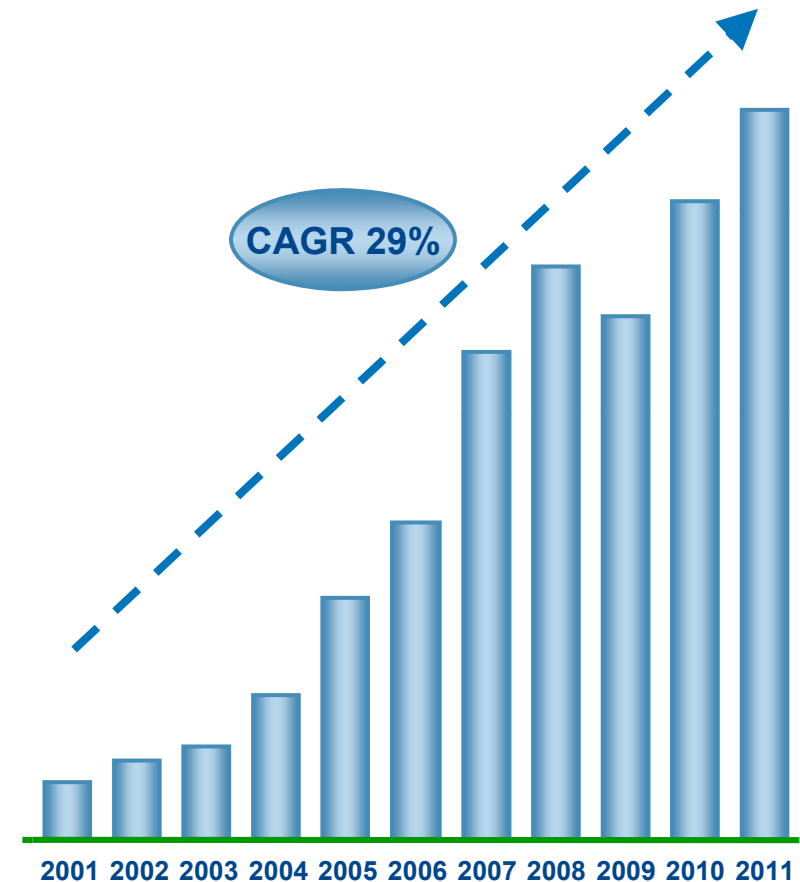
# Tailoring model to match market sophistication



## Growth of insurance premium in Asia (US\$bn)



## Growth of Standard Chartered insurance income



- Well positioned in the fastest growing markets
- Our strategy centres around being our customers “Trusted Advisor”
- Our diversified business is performing well
- Ongoing strategic initiatives to support future growth

# **Leading the way**

in Asia, Africa and the Middle East

**James Galloway**

Global Head, Integrated Distribution



- Distribution transformed to meet customer needs
- Integrating distribution and SCB Way\* program
- Accelerating digital capability to enable digital main bank

# Strategic journey - integrated distribution

1

Move from  
product to  
customers

Target customers

Customer focus

Segment CVPs\*

2

Channels  
and  
productivity

Physical channels

Online and  
mobile sales

Productivity tools

3

Integrate  
Distribution

More  
market driven

More flexible  
and productive

More digital

\* CVPs - Customer Value Propositions

# Key themes for integrated distribution

1

## More market driven



- Analyze market opportunity
- Fit distribution type to opportunity

2

## More flexible and productive



- Formats to meet customer needs
- Expand and leverage SCB Way

3

## More digital



- Changing preferences and technology
- Integrate channels

# More market driven

## Market driven

### Target customers



### Market opportunities



### Competitive intensity



## Channel mix

### Physical

#### New branch formats



#### Priority and SME hubs



#### Express Banking Centres



#### New Business models



### Voice and digital

#### Online

APPLY ONLINE



#### Mobile / Breeze



#### Contact centres



#### Alliances



# More flexible - new business

## Five New Business models



**Priority  
and  
Preferred**



**Small  
Business**



**Employee  
Banking**



**Product  
Teams**



**Voice and  
Digital**

OR

## Flexible delivery

### Mobile based at sales hub



### Mobile sales attached to branch



**Outbound**

**Online / Mobile**

**ATM**



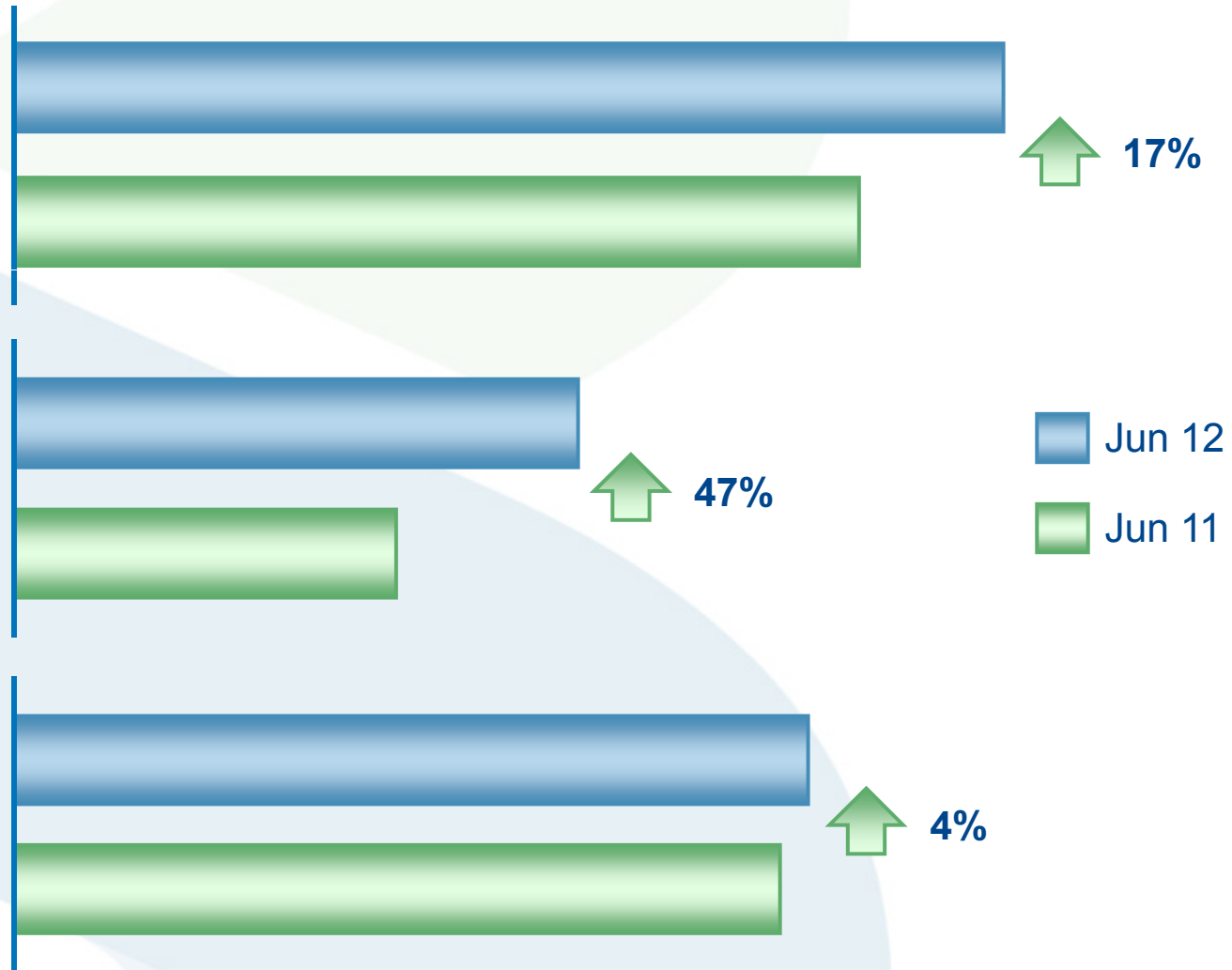


# More productive – bundle solutions

## Core bundle solutions



## New to product penetration



# More productive – SCB Way

## SCB Way



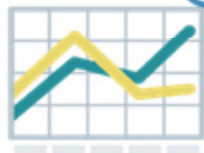
People



Bundle  
solutions



CRM\*



Leads

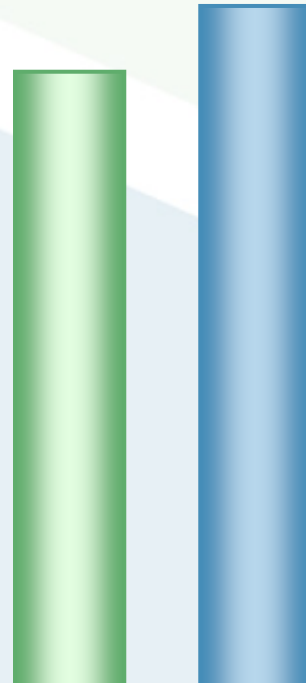


Incentives

## Progress report

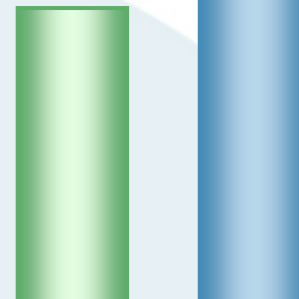
2011 H1 12

9%



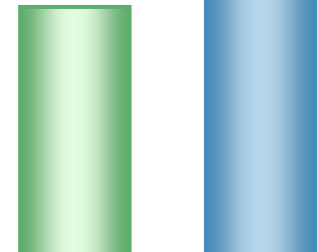
Needs based  
conversations  
per man day

24%



Solutions  
per man day  
(includes revenue and  
non-revenue products)

27%



New to Bank  
revenue products  
per customer

# More productive - branches

		2007	H1 12
Space	Number of outlets		↑ 11%
	Total branch square feet		↓ 2%
Sales intensity (top 15 markets)*	Square feet per person		↓ 46%
	Sales intensity per branch**		↑ 17%
Format / fit out	Number of formats	3	9
	Branches at our new standard	38%	78%



\* By branch numbers, \*\*Branch based sales employees












































































# More digital - expanding capability

		2009	H1 12
Active internet users	Active internet users (m)	1.45	2.43
Payments convenience	On-line billers	<1,000	>3,000
	Number of funds transfers*		↑ 30%
Sales and Wealth	On-line sales (markets)	0	5
	On-line trading (markets)	1	2
High volume transactions	e-statement penetration rate	24%	45%
	Active alerts customers (m)	0.37	2.55



\*H1 10 – H1 12

# Expanding capabilities in 2012

	   	  		
	   	     	   	              
	   	     	   	              
	 	   		 
<b>eStatements and alerts</b> (30 markets)	   	     	   	              
<b>Rewards</b> (15 markets)	 	     	  	   

- Distribution transformed to meet customer needs
- Integrating distribution and SCB Way\* program
- Accelerating digital capability to enable digital main bank