

press release

FOR IMMEDIATE RELEASE

Standard Chartered strengthens SME Banking customer offering in UAE

Launches a range of unique products and services targeting the needs of SMEs

Reinforces the Bank's commitment to support the economic diversification plans of the UAE

UAE, 11 April, 2011 – In line with its commitment to support the diversification plans of the UAE economy, Standard Chartered announced today that it has strengthened its SME Banking customer offering. The move aims to meet the financial needs of the UAEs fast growing small and medium enterprises (SMEs) sector and power their aspirations for growth in the UAE and international markets. This also comes as part of the Bank's "Here for good" brand promise. The announcement came at a press conference held today in Dubai.

"The SME segment has grown at almost twice the rate of GDP in most markets, and is expected to grow at 10-12 percent per year across our footprint in Asia, Africa and the Middle East. Through the strengthened customer offering that addresses the changing needs of SMEs, Standard Chartered's ambition is to be the leading international bank for SMEs, building the segment into a multi-billion dollar business over the next three to four years," said **Subroto Som, Global Head, SME Banking, Standard Chartered.**

In keeping with the Bank's strategy of deepening customer relationships, each customer will be serviced by a team of specialists, delivering holistic solutions for SMEs that includes funding, cash management, trade finance, foreign exchange and risk management

products. Based on the findings of a customer survey by the Bank, the strengthened offering aims to meet the following needs of SMEs with a host of solutions, many of which are unique in the market:

- **Managing working capital**,: For most of the trading businesses in UAE, managing working capital is crucial to their success. The “International Trade Account” offers preferential pricing on trade finance and remittance services. This is first of its kind offering for SMEs in UAE by any bank.
- **Supporting business expansion**: “Business Advance” is specifically designed to meet business the expansion needs of customers and will provide short term, medium term and long term financing options for clients. The Business Advance also offers additional privileges such as a dedicated relationship manager, Business Debit Card and access to the Bank’s seminars on International Trade, Foreign Exchange Risks and Investments.
- **Enhancing yield on surplus cash**: To meet the yield enhancement needs of SMEs, Standard Chartered is the only international bank in the UAE to introduce the “Business Saver” account, which provides an opportunity to earn returns on idle funds in the account without compromising on the liquidity.
- **Easy access and convenience**:
 - SME customers will have exclusive access to a dedicated 24 hour hotline and online banking platform, “Straight2Bank”, for a smooth and seamless banking experience which allows customers to
- **Extensive Network**: With 11 branches and 7 dedicated SME Centres, customers benefit from the widest network of branches among any other international bank in the UAE.
 - **Exclusive Business Credit Card**: which provides SME customers the convenience of managing their business expenses while enjoying a host of privileges that come with the card.

” We are boosting our customer value offering to address the changing needs of SMEs and focusing on providing working capital, business expansion, business protection and yield enhancement for SMEs operating in the UAE ”, **said Sadia Saeed, General Manager, SME Banking UAE, Standard Chartered Bank**. She added, “With more than 175.000 ۞SME businesses in the UAE, the sector is one of the key pillars of the National economy. Over the last years, the sector has witnessed tremendous development that led to UAE

businesses offering top-in-class products and services to domestic, regional and international clients. With the country's increased economic bi-lateral relations with the key markets in Asia, Africa and the Middle East, we expect this sector to witness further growth. With our 53-year history in the country, deep knowledge of the local market and its business culture, well-entrenched footprint, and strong network in other fast growing markets, Standard Chartered is ideally positioned to support the specific needs of our growing customer base."

Through this launch, Standard Chartered will significantly focus on the key areas of people, infrastructure and service. This will include development of specialised Relationship Managers, easy access to financial services across multiple channels and through more than 1,500 branches globally.

-Ends- -

For further information about Standard Chartered, please contact:

Ramy Lawand
Senior Regional Manager,
External Communications
Standard Chartered MENAP

Tel: 009714 508 2564
Mobile: 00971 56 675 9894
E-mail: Ramy.Lawand@sc.com

Note to editors:

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

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 85,000 staff. It 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit www.standardchartered.com