

press release

For Immediate release:

As part of its celebrations for the 40th UAE National Day:

Standard Chartered sets up Emirati Cultural Villages

Initiative is first of its kind from an international bank

UAE, 30 November, 2011 – As part of its celebrations for the 39th UAE National Day, Standard Chartered announced today that it has set up Emirati cultural villages which showcase the various aspects of the UAE culture to its international staff. This comes following the success of the event last year.

The villages have been set up outside the Bank's UAE headquarters building on Mankhoul Road in Bur Dubai and another one has been setup near the Al Ain Branch in Abu Dhabi. The initiative is the first of its kind from an international Bank, reflecting the Bank's brand promise of being "Here for good".

In the UAE, Standard Chartered's workforce of 2,400 employees is comprised of 42% UAE Nationals and over 70 other nationalities from around the globe. The Bank's UAE National staff were directly involved in preparing and setting up the village making it a true cultural experience. There will be a large Majlis tent set up where staff can sample local coffee and sweets and enjoy a buffet lunch of exquisite local delicacies. Ladies can have their hands painted with henna and there will be falcons and camels along with other fun activities. Also, there will be an "Ask Ali" interactive session which will discuss and clarify the various aspects of UAE culture. The bank will also host various cultural activities in all of its 11 branches across the UAE.

Commenting on the initiative, Jonathan Morris, CEO Standard Chartered UAE said:

“The initiative comes as part of the Bank’s drive to be “Here for Good” by deepening our understanding of the cultures of the markets we operate in. The Emirati Cultural village will certainly enhance our employee’s understanding of the UAE culture and presents an ideal platform to celebrate the UAE National Day. I would like to take this opportunity to congratulate the UAE on its 40th National day wishing the country further development and prosperity.”

Standard Chartered has been operating in the UAE since 1958, with its first branch inaugurated in Sharjah.

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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 80,000 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