

press release

Standard Chartered steps up focus on Priority Banking clients

Bank introduces full suite of solutions to select non-resident expatriates in the UAE

UAE, [6 November,] 2014 - Standard Chartered launched today a comprehensive, personalised and exclusive suite of financial solutions for non-resident Indian and Pakistani expatriates living in the UAE. The launch was announced during the highly acclaimed Rajasthani folk music - 'The Manganiyar Seduction'. The move comes in line with the Bank's focus on leveraging its international network to bring world-class solutions to its clients in the UAE.

Standard Chartered's non-resident Indian and Pakistan proposition will provide clients and their families with unique financial solutions in the UAE and back home. With a dedicated relationship manager, clients will be able to manage their business in the UAE and their home country. The proposition will also offer dedicated service desks in the branch to assist clients with their day-to-day transactional needs. In addition, it offers priority status for client's family in the UAE and back home.

Mohsin Nathani Chief Executive Officer, Standard Chartered UAE said:

"We are delighted to introduce a unique proposition for non-resident Indian and Pakistani expatriates living in UAE. It is designed to cater to their varied financial needs and in providing comprehensive financial solutions in the UAE and back

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home seamlessly. This is in line with our focus on business segments where we believe we can add the most value, leveraging our footprint across Asia, Africa and the Middle East.

The UAE remains one of our top five markets globally and the launch of this proposition is testament to our continuous expansion and investment in our product capabilities in this country.”

Commenting on the launch, Jaydeep Gupta, Head of Retail Clients, Standard Chartered, UAE said:

“The launch comes as part of our continuous focus on the High Value Segment in the UAE which includes Priority and Private banking clients. We wanted to mark the launch of this value proposition using the Manganiyar Seduction Show, a once-in-a-lifetime experience, to provide our customers with a superior and exclusive client experience.”

The Manganiyar Seduction’s show was exclusively organised for Standard Chartered’s clients in the UAE. The show, which runs from November 5 to 7, 2014 at Dubai Media City Amphitheatre, is an enchanting musical spectacle of Indian Rajasthani folk music directed by Roysten Abel, a former director at the UK-based Royal Shakespeare Company. The critically acclaimed show has toured extensively across Europe, America and Asia and has performed in front of number of dignitaries from around the world. The Manganiyar cast of singers and instrumentalists are descendants of the famed Rajputs of ancient India and are renowned as highly skilled folk musicians of the Thar Desert.

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Standard Chartered has the largest retail distribution network among international banks operating in the UAE with 11 branches, five Electronic Banking Units and more than 100 ATMs and Cash Deposit Machines spread across the country. The Bank has received many international rewards and accolades for delivering world-class banking solutions.

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Note to editors:

Standard Chartered:

We are a leading international banking group, with more than 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of

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our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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