

# press release

## **Standard Chartered appoints new Head of Consumer Banking**

**18 February, 2008, United Arab Emirates** - Standard Chartered, a leading international bank in the UAE, announces the appointment of Chris de Bruin as Head of Consumer Banking for the UAE.

“The last few years have seen Consumer Banking income grow confidently,” said Nigel Jones, CEO of Standard Chartered for the UAE. “Chris has been brought in to ensure continued growth and will be responsible for the overall strategy and governance of Consumer Banking.”

Chris joins the UAE team from SC First Bank, Standard Chartered’s Korean subsidiary, where he was Executive Vice President and oversaw the rapid expansion of SC First’s Wealth Management and Private Banking businesses. Prior to his move to Korea, in his role as the Group Head Private & International Banking, Chris led Standard Chartered’s successful drive to re-enter the Private Banking sector in May 2005.

Chris said, “The growth of consumer banking has been phenomenal and developments within the Bank have been outstanding. This is a great opportunity for me to be a part of a dynamic and evolving economic environment and I look forward to working closely with the UAE team to further strengthen our position in these markets.”

Chris holds a B.Sc.(Hons) from Stellenbosch University and an MBA from the University of Cape Town.

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**About Standard Chartered**

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated from its Wholesale and Consumer Banking businesses. The Group has over 1600 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs more than 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which 68 are represented among senior management.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)