

press release

Standard Chartered unveils Business Credit Card in UAE with Singapore Airlines

03 March 2008, Dubai, United Arab Emirates – Standard Chartered, a leading international bank in the UAE, launches its first business credit card in the UAE primarily targeted at the SME segment. The ‘Gold Business Credit Card’, co-branded with Singapore Airlines, delivers superior business-centric benefits such as automatic membership to KrisFlyer – the award-winning loyalty programme of Singapore Airlines, the flexibility to convert Business Rewards from the credit card to KrisFlyer miles, preferential rates and offers from leading international hotels and discounts on office supplies, equipment and courier services.

“Through extensive research, listening to the needs of entrepreneurs in the UAE and by leveraging a global relationship with Singapore Airlines, we have developed a highly anticipated Business Credit Card,” said Chris De Bruin, Head of Consumer Banking, Standard Chartered for the UAE. “Our Business Credit Card is aligned with our ongoing drive to deliver first-class services to all our valued customers above and beyond their stated needs.”

Both the UAE and Singapore economies are experiencing strong growth in the SME sector and an increase in trade-related travel between the two countries. The affiliation with Singapore Airlines will provide those who acquire the card a best-in-class travel experience as well the benefit of receiving a free return ticket from Dubai to Singapore compliments of the Bank. Card members can also benefit from an exclusive invitation to the Platinum Tier membership of Best Western Hotels - a global hotel chain with over 4100 hotels across Asia, Middle East, Europe and North America.

Other business centric offers include 20 per cent discount on standard business couriers from DHL, a 20 per cent discount voucher on office supplies from Emirates Trading Establishment, 15 per cent on any Xerox product from the business range, up to 12 per cent discount on printers from CADD Emirates and up to 40 per cent discount on Thrifty car rentals in the UAE.

“With the introduction of this Credit Card, we strengthen our existing Credit Card range including our recently introduced Platinum Credit Card and our ‘Saadiq’ Islamic Credit Card,” continued Mr De Bruin. “

Farhad Irani, Global Head of Credit Cards & Personal Loans, added, “We firmly believe in providing all customer segments a tailored product that meets their exact needs. Our sustained growth in the UAE and around the globe has been achieved through our continued commitment to delivering exceptional service and added value.”

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For more information, contact:

Sam Gad

Media Relations and Communications

Standard Chartered MENA

T: +971 4 508 5916

M: +971 50 900 7141

Sam.Gad@standardchartered.com

Lilian Yong-Babani

Regional Head Corporate Affairs Middle East and North Africa

Tel : +971502401273

Email : Lilian.Yong-Babani@standardchartered.com

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