

press release

Standard Chartered sets new standard with state-of-the-art Financial Centre in Abu Dhabi

16 July, 2008, Abu Dhabi, United Arab Emirates – Standard Chartered Bank strengthens its presence in the heart of the capital with the opening of its spacious flagship Financial Centre which boasts a dedicated Saadiq Islamic Banking Centre, Priority Banking Centre, and SME team, all located under one roof in Khalidiya, on Zayed the First Street. The new state-of-the-art branch is part of a dynamic expansion plan the Bank has embarked on to increase its distribution footprint in convenient locations, and to bring modern lifestyle banking to its increasing customer base, in a strategic partnership with Starbucks Café.

The new flagship branch was inaugurated by His Excellency Sheikh Nahayan Mubarak Al Nahayan, Minister of Higher Education and Scientific Research, along with Standard Chartered Bank's Group Executive Director for Africa, Middle East, Europe and the Americas Gareth Bullock, and senior Standard Chartered Bank executives. The dignitaries examined the latest technologies installed at the Standard Chartered Financial Centre, and toured the branch's different sections.

Sheikh Nahayan said "Standard Chartered Bank is truly committed to the development of this country and leads by example in the community. The bank was the first corporation to commit to the Higher Colleges of Technology (HCT) Foundation by sponsoring the Chair in Corporate Finance at the HCT, thereby contributing to the education of UAE nationals. The launch of the Standard Chartered Financial Centre today further demonstrates their continuous support to the growth of Abu Dhabi."

"The opening of our new state-of-the-art Financial Centre is part of our strategy to target areas, and bring services which are more tailored to our customer base," said Gareth Bullock. "This latest lifestyle branch provides a one of a kind banking experience, offering customers the comfort and convenience of a full fledged bank branch built within a café environment."

The Abu Dhabi Standard Chartered Financial Centre marks a new milestone in the Bank's retail strategy to provide a differentiated banking experience to a diverse range of customers including mass affluent customers, reinforcing Standard Chartered Bank's commitment to exceeding its customers' expectations.

“This lifestyle banking concept provides a range of specialised high-end services to serve the needs of the affluent Khalidiya neighbourhood. The café and free internet access within a bank meets the needs of customers who are accustomed to experiencing banking relationships beyond conventional banking services and facilities”, said Jeremy Parrish, CEO of Standard Chartered Bank, Abu Dhabi & Al Ain. “This latest branch opening follows on from the launch of our Sales and Service Centre in Mussafah that is fully dedicated to SME Banking, and the deployment of 28 ATMs in the Abu Dhabi emirate alone.”

The closure of the relatively smaller Hamdan branch and the opening of the spacious new branch marks the Bank’s eleventh UAE branch, since it opened 50 years ago, making it the largest international operator of branches and ATMs – which has now increased to 128 - in the UAE. The Standard Chartered Financial Centre will soon open for night banking until 8 PM.

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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