

# press release

## **Standard Chartered launches Mobile Phone Banking**

**17 December 2008, Dubai, United Arab Emirates** – Standard Chartered has launched a new Mobile Banking service, allowing customers to have full transactional access to their UAE bank accounts conveniently and securely through mobile phones both in the UAE and abroad. The new service which works on all mobile phones will allow customers to view bank account and credit card details, transfer funds, top up mobile phone credit and more, all through their mobile phone. The new service follows on from the recent upgrade of the Bank's I-banking service and its recently introduced IVR self-service, automated bill payment system with Etisalat, which enables customers to make real time bill payments for Etisalat services directly from their debit or credit card.

“Consumer banking needs are becoming more sophisticated, coupled with technology advancement, it is imperative that banking service delivery is up scaled to meet with the dynamics of change,” said Chris De Bruin, Head Consumer Banking, Standard Chartered, UAE. “We continually look at ways to enhance our channel delivery to provide secured and convenient banking facilities that caters to our customers' needs.”

Mobile Banking complements the Bank's I-Banking (Internet Banking) service which is a simple, hassle-free banking service, providing 24 hour access to carry out banking transactions. Existing I-Banking customers can use their same username and password to access the Mobile banking service. Alternatively, customers not currently registered for iBanking/Mobile Banking can register online at <http://www.standardchartered.ae> by using their ATM card and ATM PIN or their account number and TelePhone PIN.

Standard Chartered's range of e-services is becoming increasingly popular and the volume of I-Banking transactions has grown by more than 100 per cent between 2007 and 2008 confirming that e-channels continue to outperform more conventional banking.

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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)