

# press release

## **Standard Chartered opens new branch in prestigious JAFZA location**

**12 August, 2009, Dubai, United Arab Emirates** – Standard Chartered relocates its branch in Gate 3 of JAFZA to ‘The Galleries’ in the new prestigious Downtown Jebel Ali development. The closure of the relatively smaller branch ensures the new branch, 50 per cent larger than the old one, is closer to many of its customers including the Bank’s large SME customer base. The relocation is an important part of Standard Chartered’s Consumer Banking strategy to be more customer centric.

The new branch, only two minutes away from the JAFZA/Limitless Metro station, has an SME centre, additional meeting rooms, more parking for customers and the sales and customer service area is more than double the size of the old branch. The new branch also offers more electronic self service machines, has special counters for Premium Banking customers and to facilitate increased coverage, Wholesale Banking Relationship Officers are also based in the same building to enable a better client coverage model.

“This move is another way we continue to build on our strengths whilst remaining focused on sustainable growth. It puts us in a better position to support our customers and cater to their financial needs,” said Shayne Nelson, Regional CEO Middle East & North Africa, Standard Chartered Bank. “We continue to shift towards becoming a truly customer centric organisation, and this new opening, in a prime area of Jebel Ali with over 6000 organisations close-by, is part of that focus. Having Wholesale Banking Relationship Officers on site will also benefit our Wholesale Banking clients, many of which are in the Jebel Ali vicinity.”

Saeed Ahmed Saeed, CEO of Limitless, said: “More and more local and international businesses are taking advantage of Downtown Jebel Ali’s favourable location, convenient transport links and community-style environment. We are delighted to welcome Standard Chartered to The Galleries, which is fast becoming one of Dubai’s most sought-after business hubs and a base for an increasing number of household names. More than a dozen firms are now based here, with more moving in shortly.

“Limitless projects aim to enhance and enrich lives. The Galleries combines modern working with quality living by providing a healthy balance of indoor and outdoor life, and promoting the use of environmentally-friendly transport – all in a community-style setting.”

The new branch will be open Saturday through Wednesday from 8:00am to 3:30pm and on Thursday's from 8:00am to 2:00pm. The electronic lobby with cash deposit machines and ATMs will be open 24 hours a day, seven days a week.

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**Standard Chartered – leading the way in Asia, Africa and the Middle East**

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.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, 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 around 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

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

## **About Downtown Jebel Ali**

To find out more about leasing A-grade offices at The Galleries, call +971 4435 7908 or visit [www.downtownjebelali.com](http://www.downtownjebelali.com)

Downtown Jebel Ali will stretch for 11 kilometres along Sheikh Zayed Road. Located between the Jebel Ali Free Zone and Techno Park, it will have 326 buildings, including 237 residential towers. The project will consist of four zones, each with three distinct districts: The Urban Centre, The Trellis and The Medina, creating a blend of business, residential, shopping, dining and entertainment facilities. Each zone will have a Dubai Metro station, its own internal people mover system, and road access from new interchanges on Sheikh Zayed Road.

## **About Limitless**

Limitless, a Dubai World company, is a global, integrated real estate master developer, delivering distinctive, sustainable and life-enhancing developments that are designed around people. Our master planning of large-scale, balanced, mixed-use communities and waterfront developments aim to drive innovation in urban design, architecture and engineering.

[www.limitless.com](http://www.limitless.com)