

# press release

## STANDARD CHARTERED NAMED AMONG THE WORLD'S MOST ETHICAL COMPANIES FOR FOURTH CONSECUTIVE YEAR

*Ethisphere Institute's annual rankings recognise exceptional ethical leadership across industries*

**23 March 2010, London** –Standard Chartered has been recognised by the Ethisphere Institute as one of the World's Most Ethical Companies for 2010. Out of a record number of nominations for the award, Standard Chartered secured a hard-earned spot on the list in recognition of its ongoing commitment to build a sustainable business for the benefit of customers, clients and the wider communities in which it operates.

The Ethisphere Institute commended Standard Chartered for going the extra mile, implementing upright business practices and initiatives that are instrumental to the company's success, benefit the community and raise the bar for ethical standards within the industry.

[Market CEO name], Standard Chartered's [country] Chief Executive said, "Standard Chartered's success is rooted in our strong values-led culture. We have an unwavering commitment to run the Bank responsibly and to serve the long-term interests of our customers and clients, employees and communities. It is an honour to be recognised for the high standards which we have set and which we work to uphold everyday."

This is the fourth year that Ethisphere, a think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability, has published the WME rankings.

Through in-depth research and a multi-step analysis, Ethisphere reviewed thousands of nominations from companies in over 100 countries and 36 industries in order to determine the winners.

"Standard Chartered's promotion of a sound ethical environment shines within its industry and shows a clear understanding that operating under the highest standards for business behaviour goes beyond goodwill and "lip-service" and is intimately linked to performance and profitability," said Alex Brigham, Executive Director of the Ethisphere Institute. "This year's World's Most Ethical Companies award was more competitive than ever, because companies realise that making ethics a priority is critical amidst a tough economic environment."

Brigham added, "Compliance or ethics failures add up to more than fees, fines and penalties. The leadership distraction and turnover, forced alteration of a working profit model and heightened scrutiny that result show: good ethics means better business."

The methodology for the WME ranking includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable

business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

Read about the methodology and view the complete list of the 2010 World's Most Ethical Companies at <http://ethisphere.com/wme-2010>.

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**For further information please contact:**

**INSERT CONTACT DETAILS**

**Note to Editors:**

**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 20 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. We have produced seven years of record income and profit, 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 1700 branches and outlets located in 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 75,000 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 Ethisphere Institute**

The research-based Ethisphere Institute is a leading international think tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti corruption and sustainability. The Institute's associated membership group, the Ethisphere Council, is a forum for business ethics that includes over 200 leading corporations, universities and institutions. The Ethisphere Council is dedicated to the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. More information on the Ethisphere Institute, including ranking projects and membership, can be found at [www.ethisphere.com](http://www.ethisphere.com).