

# press release

## **STANDARD CHARTERED STRENGTHENS BRAND TO SUSTAIN ITS GROWTH IN THE WORLD'S FASTEST-GROWING ECONOMIES**

**London and Singapore, 31 March 2010:** Standard Chartered will today begin rolling out a global brand campaign focused on its commitment to being a positive force in the markets where it operates across Asia, Africa and the Middle East. The campaign will help to establish the Bank's new brand promise, 'Here for good', underlining the Bank's distinctive approach to international banking and creating a strong platform for continued growth.

Standard Chartered has delivered record income and profit for seven successive years, winning customers and market share, even during the financial crisis. The new brand promise captures the ethos that has driven this achievement, one which has remained consistent throughout the Bank's 150-year history. A simple phrase with multiple meanings, 'Here for good' sums up Standard Chartered's commitment to developing deep relationships with its clients and customers; its values, conduct and focus on sustainability; and its longevity, heritage and continued strong performance.

Peter Sands, Group Chief Executive, Standard Chartered, said, "Our brand is all about commitment. We're here for good, to create value for our shareholders, to support and partner our clients and customers and to make a positive contribution to the broader community. We're here for the long term. We don't run when things get tough. We don't dodge tough decisions and trade offs. This is the way we do business: it has underpinned our strategy and success for over 150 years across Asia, Africa and the Middle East; and it will be the foundation for our future."

Shayne Nelson, Regional Chief Executive for Middle East and North Africa (MENA) said, "*Here for good* is not a change of direction for Standard Chartered, in fact it builds on the existing strengths of the brand and helps articulate what we stand for. We have been in the UAE for over 50 years and the region for 90 years and believe in the long-term success of the economies of our region. We consider ourselves to be an integral part of the UAE and the Gulf communities.

Here for good will help reinforce stakeholders' understanding about what Standard Chartered stands for and it will also serve to focus employees on what they should live up to everyday. From helping families to secure their financial future to supporting communities to create a prosperous and sustainable future, Here for good is Standard Chartered's promise and commitment.

The brand campaign will bring to life Standard Chartered's longstanding commitment to its customers, clients and communities; the Bank's deep local knowledge and heritage in the world's fastest-growing economies; and its determination to build a sustainable business. The campaign, developed by advertising agency TBWA, will run globally in television, print, digital and outdoor media.

The campaign comes ahead of the Bank's sponsorship of Liverpool Football Club from July 2010, which will significantly expand global awareness of the brand.

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#### **Note to Editors:**

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

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. The Bank 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. This heritage and these values are expressed in its brand promise, 'Here for good'.

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