

press release

Distinctive new television commercials tell Standard Chartered's 'Here for good' story

United Arab Emirates - 20 April 2010: Television commercials that take viewers on a fascinating journey through the many places that Standard Chartered calls home begin airing this week to support the Bank's new brand campaign. The commercials will be broadcast across major international and local TV / satellite channels in Asia, Africa, the Middle East and Europe. In the Middle East, the commercials debut on 21 April on Abu Dhabi Al Oula, Dubai TV, Dubai One, Sama Dubai, Show Time Movies, Show Time Series, Zee TV, Sony TV and Star Plus TV.

"Here for good is a simple phrase with multiple meanings. It sums up Standard Chartered's deep and lasting commitment to the people that we serve and the countries where we operate. To powerfully convey this bold statement, we've taken an unusual creative approach to our television commercials. The result is attention-grabbing advertising that captures the true essence of our brand belief." said Marcus Bailey, Standard Chartered Regional Head of Corporate Affairs for Middle East, North Africa and Pakistan.

The campaign features a set of four distinctive television commercials representing the Bank's focus on Asia, Africa and the Middle East as well as its international outlook. Standard Chartered briefed four artists from around the world to each create a short film based on their personal interpretation of the brand promise, their heritage and their craft. Each commercial brings the meaning of Here for good into focus through a different lens, depending on the artist's genre. The television commercials are set in the Bank's major markets, and collectively demonstrate the multiple meanings of Here for good.

Stefan Sagmeister, the renowned graphic designer, uses highly creative typography to demonstrate Standard Chartered's commitment to 'the many places it calls home'.

Tian Zhuang Zhuang, one of the most successful Chinese filmmakers today, uses the symbolism of trees and city life as he demonstrates the significance of Standard Chartered's heritage and longevity.

Ezra Wube, an Ethiopian-born filmmaker and artist, uses painting and animation to tell a story about progress focused on the changing but unique face of Africa.

Sandra Madi, from Jordan, uses documentary filmmaking to tell a simple story about relationships and Standard Chartered's commitment to generations of customers.

The Bank's new brand promise, 'Here for good', captures the Bank's distinctive approach to international banking and creates a strong platform for continued growth. The Here for good brand campaign is also featured across global and local newspapers and magazines, online and in outdoor media in over 30 countries. This 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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Notes 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. It 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit www.standardchartered.com

DIRECTOR BIOS

Stefan Sagmeister

Stefan is among today's most important graphic designers. Born in Austria, he now resides and works in New York. In 1993, he formed Sagmeister Inc. and has since designed branding, graphics and packaging for clients as diverse as the Rolling Stones, HBO, the Guggenheim Museum and Time Warner.

Nominated five times, Stefan won a Grammy Award for his design of the Talking Heads box set. He has also earned practically every important international design award. In 2001, he published a best-selling monograph about his work entitled Sagmeister: Made You Look. Solo shows on Stefan's work have been exhibited in Zurich, Vienna, New York, Berlin, Tokyo, Osaka, Prague, Cologne and Seoul. He teaches in the graduate department of the School of Visual Art in New York and has been appointed as the Frank Stanton Chair at The Cooper Union School of Art, New York.

Stefan continues to lecture extensively on all continents. He received his Master of Fine Arts in graphic design from the University of Applied Arts in Vienna and, as a Fulbright Scholar, a Master's Degree from the Pratt Institute in New York.

The strength of Stefan's work lies in his ability to conceptualise: to come up with potent, original, and stunningly appropriate ideas. As he pours his heart and soul into every piece of work, his designs are instantly timeless and of the moment. With such painstaking attention to detail, Stefan's work offers something new every time you look at it.

Tian Zhuang Zhuang

Tian began as an amateur photographer and an assistant cinematographer at the Beijing Agricultural Film Studio. In 1982, he graduated from the Beijing Film Academy together with a cohort of Fifth Generation directors that included Chen Kaige and Zhang Yimou.

One of Tian's most renowned works is *The Horse Thief* (1986). Like many of his early films, it focused on ethnic minorities in China. With a mix of stunning cinematography and inspired storytelling, Martin Scorsese named it his favourite film of the 80s.

In 1993, Tian made *The Blue Kite*, which won the Tokyo International Film Festival and Best Film at the Hawaii International Film Festival, but which was barred in China and as a result Tian stopped making films for ten years.

Following the hiatus, the director returned to China with a critically acclaimed remake of Fei Mu's *Spring in a Small Town*, often referred to as *Springtime in a Small Town* (2002).

In 2004, Tian made China's first HD feature, a documentary called *Delamu*, on ethnic minorities in Yunnan and Tibet. His more recent films include *The Go Master* (2006) and *The Warrior and the Wolf* (2009). Despite his immense popularity and stature, Tian continues to remain rooted, both as a person and a filmmaker.

Ezra Wube

Having won an art contest as a child, Ezra received his first set of oil paints that would seal his career as an artist. Born and raised in Addis Ababa, Ethiopia, he moved to the United States at the age of 18. Over the next ten years, Ezra has produced a series of works that draw on his past, in both painting and animation.

In 2003, he held his first solo art exhibition at the Dreams of Freedom Museum, Boston. The following year, he received his Bachelor of Fine Arts from the Massachusetts College of Art. Upon graduation, Ezra was granted the Dondis Travel Fellowship to conduct research on Ethiopian folklore. After travelling for four months, he compiled more than 100 stories throughout Ethiopia, which would serve as a means of cultural preservation and personal artistic inspiration.

Living life in a state of constant change, Ezra's work takes on a similar theme. In fact, some of his animation pieces rely on a single canvas, with layer upon layer of paint added to it. With each painting photographed, then erased and painted over again, the compiled stills create a mesmerising flow of moving images. Much like himself, Ezra's art embodies an effortless sincerity. His work is filled with references to tradition and modernity, past and present, as well as people and their respective journeys.

Ezra currently resides in Brooklyn, New York, working on his Master of Fine Arts at Hunter College.

Sandra Madi

Sandra was born in Amman, Jordan. She is an award-winning director and actress, and has produced and researched several documentaries.

In 2006, Sandra graduated from the Arab Institute of Film and directed the short film *Far Away from Here*, a philosophical portrait of Jordanian writer Mohammad Tommaleih and his struggle with cancer. Her next film, *Full Bloom*, tells the story of a boxer named Faraj Darwish and his personal victory in the Arab Boxing Championship in Algeria, 2004. Sandra's third documentary, *Perforated Memory*, won the Scenario prize at Al Arabiya Channel Documentary Workshop in 2007.

As a documentary filmmaker, Sandra is fascinated by people and their environment. For her, each project is an adventurous undertaking that attempts to uncover a hidden human truth.

With a constant desire to shift preconceptions and question stereotypes, her films allow the audience to better understand others while reassessing themselves. Sandra is currently preparing for her new documentary *Gaza Gaza*, which will be shot in a number of Arab countries.

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