

press release

Standard Chartered presents 15% dining cashback offer on all its credit cards in the UAE

5 May, 2010, United Arab Emirates - Standard Chartered Bank has introduced a best-in-market credit card promotion to reward its credit card holders with 15 per cent cashback when they use their card at any dining outlet in the UAE. The promotion runs to 3 July, 2010 and the 15 per cent cashback will be credited to cardholder accounts automatically and will be reflected in the following month's statement.

The proposition is part of the Bank's move to become more focused on customers by providing product benefits and services based on customer requirements and their card usage. All existing offers and benefits on the Bank's range of credit cards will continue to apply including buy one-get-one free offers at selected restaurants, 30 per cent off movie tickets, and best-in-class reward points.

Chris de Bruin, Head, Consumer Banking, Standard Chartered UAE said,

"With our strategy of customer focus now firmly in place, we have set about listening to our customers, developing products based on their needs and then offering rewards that they benefit from. This 15 per cent cashback promotion, not being offered by anyone else in the market place, is a direct result of conversations held with our customer base. The move highlights we are here for our customers and will continue to build and develop deeper relationships with them."

The Bank currently has 8 credit cards for both the conventional and the Islamic banking market, each designed for a different market segment and providing different benefits designed on customers spending habits. The cashback offer is automatically open to anyone who spends AED 1000 or more in a single month on any of their Standard Chartered credit cards.

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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