

press release

Standard Chartered 15% credit card Cashback increases Bank credit card dining transactions by over 25%

20 June, 2010, United Arab Emirates - Standard Chartered Bank recently announced it is rewarding its credit card holders with 15 per cent cashback when they use their card at any dining outlet in the UAE. The campaign, which runs till 3 July has already exceeded expectations and the Bank has noticed over a 25 per cent increase in credit card transactions at dining outlets. The offer has also attracted a number of new to bank customers who have since opened credit card accounts.

To promote the campaign Standard Chartered has adopted a fully integrated 360 degree marketing plan to communicate to both existing and potential customers. The Bank is leveraging its branch network and internal touch-points to create awareness around the offer as well as providing regular communications by email, SMS, radio, advertising boards, field promoters in dining hotspots, social media and other direct channels.

A creative sub-campaign has been developed in which two active food bloggers in the UAE are reporting back on what they are eating for breakfast, lunch and dinner throughout the month of June. These 'food explorers' will try and make as much of the great dining opportunities that the UAE has to offer, and show consumers as many different options of cuisine and food type as they can. Once the food explorers have visited an establishment, eaten their dish, and enjoyed the experience, they will share their experience and provide an alternative perspective to dining out, whilst showing the value the 15% cashback provides to the final bill.

Both Standard Chartered customers and consumers alike can use the site to read the informative and quirky blogs, and see how the food explorers are getting on in their quest around the UAE. People can comment on the reviews to agree, disagree or even recommend dishes, making the concept fully interactive, with a People's Choice function to

post reviews on any food outlet. This aspect will leverage full social media integration with a standalone microsite – www.uaefoodexplorer.com - with full interaction between facebook, twitter and other popular online blogs, and a rating system can reveal which restaurant is the UAE's favourite.

Syed Hammad Haider, Head, Lending and National Sales, Standard Chartered UAE said,

"With our strategy of customer focus, we have set about listening to what it is our customers want and then set about developing products based around their needs. This 15 per cent cashback promotion is a result of research with our customer base in which they said they would like to be rewarded for their credit card usage. The move highlights we are here for our customers and will continue to build and develop deeper relationships with them."

The 15 per cent cashback will be credited to cardholder accounts automatically and will be reflected in the following month's statement. With eight 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 campaign has been a huge success and more is being planned around it.

- ends -

For more information, contact:

Sam Gad
Manager, Corporate Affairs,
Consumer Banking,
Standard Chartered UAE
T: +971 4 508 5916
M: +971 55 508 5916
Sam.Gad@sc.com

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