



Press Release

Emaar Retail and Standard Chartered announce strategic partnership

- *Customer-focused initiatives led by the Bank at Dubai Ice Rink and Reel Cinemas*
- *Standard Chartered card members to enjoy special hospitality privileges at The Dubai Mall*

Dubai, UAE; September 22, 2010: Emaar Retail LLC, a pioneer in innovative entertainment, leisure and retail concepts, has partnered with Standard Chartered Bank to drive an extensive range of initiatives for the Bank's customers at Dubai Ice Rink and Reel Cinemas in The Dubai Mall. The partnership follows on from the success of the Bank's recent Dubai Mall branch opening.

Additionally, Standard Chartered Bank's new brand promise, 'Here for good,' will be displayed on the Middle East's largest indoor advertising board measuring 64m x 20m on the wall at Dubai Ice Rink.

Arif Amiri, Chief Executive Officer, Emaar Retail LLC, and Chris de Bruin, Standard Chartered's Head of Consumer Banking, recently, signed the partnership agreement. Aimed at strengthening visitor engagement, the partnership will see Standard Chartered introduce a range of initiatives that add value to the visitors' shopping and leisure experience at the mall.

Arif Amiri said: "The leisure attractions at The Dubai Mall attract millions of visitors every month, and serve as ideal platforms to reach out to an audience representing all cross-sections of the society. Our partnership with Standard Chartered Bank will drive the premier financial institution to strengthen its outreach through a strategic positioning in the world's largest shopping and entertainment destination."

Chris de Bruin explained: "Our brand promise, 'Here for good,' is all about our commitment to our customers, our markets, and the communities in which we operate. This tie up with Emaar Retail LLC reinforces our brand promise and helps embed our strategy of becoming a truly customer focused organisation by rewarding and recognising our customers."

Priority Banking members will also have privileged access to the facilities and amenities of Emaar Hospitality Group. These include access to polo matches at Dubai Polo & Equestrian Club, sponsorship benefits at The Address Montgomerie Dubai, private charter facilities with Dubai Marina Yacht club and special entitlements at Arabian Ranches Golf Club.

The Bank has adopted one of the Platinum Movie Suites at Reel Cinemas and will host free weekly screenings for many of its Priority and SME customers. Several lifestyle initiatives will also be rolled out at Dubai Ice Rink, including 50 per cent off on general ice skating sessions for all Standard Chartered credit card holders, 50 per cent off on presenting Priority and Gold business debit cards, and 25 per cent off for all other debit card holders. There will also be special Tuesday and Friday happy hour sessions between 10am and 12pm providing the Bank's debit and credit card holders to purchase two tickets for the price of one, and 25 per cent discount on all debit and credit card holders for five ice skating training sessions.

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Photo Caption: Arif Amiri, Chief Executive Officer, Emaar Retail LLC, and Chris de Bruin, Head, Consumer Banking, Standard Chartered UAE, at the newly branded Red Wall at Dubai Ice Rink.



Note to Editors

Standard Chartered PLC:

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai 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 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 80,000 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

About Emaar Retail:

Emaar Retail is a wholly owned subsidiary of Emaar Malls Group LLC and is the vehicle for all entertainment and retail operations. Emaar Retail is developing a portfolio of brands in key growth markets and is strategically building new alliances, joint ventures, franchises and licenses for all mall developments under the Emaar Malls Group umbrella. Emaar Retail developed and manages the business operations for The Dubai Mall's entertainment components including KidZania®, SEGA Republic, the Olympic-sized Dubai Ice Rink and Dubai Aquarium & Underwater Zoo. Emaar Retail also developed and manages the 22-screen Reel Cinemas at The Dubai Mall and the first 'Premier' Reel Cinemas Cineplex at Dubai Marina Mall and will develop cinemas across the region. Emaar Retail was established to drive Emaar Malls Group's developments in key emerging markets across the Middle East, North Africa and the Indian Sub-Continent by creating the right entertainment and retail mix for the various markets.

About Emaar Properties PJSC:

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in several key markets world-wide. Besides building residential and commercial properties, the company also has proven competencies in shopping malls & retail, hospitality & leisure and healthcare. For more information, visit www.emaar.com.

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