

press release

FOR IMMEDIATE RELEASE

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STANDARD CHARTERED BANK LAUNCHES ITS XINTIANDI SUB-BRANCH AND ANNOUNCE THE DEBUT OF EXCEL BANKING

(Shanghai: 21 August, 2006) Standard Chartered Bank today celebrated the opening of its Xintiandi Sub-Branch in Shanghai. It further strengthens the Bank's network in the consumer banking market in China. On the same day, the Bank also announced the debut of Excel Banking services for the domestic market.

The new sub-branch is the third sub-branch of Standard Chartered Bank in Shanghai. It is located at Xintiandi, a famous leisure and business zone as well as a perfect combination of Shanghai historical feeling and modern metropolis impression. The Xintiandi Sub-branch provides a full range of consumer banking services including foreign currency service to mainland Chinese citizens as well as Yuan and foreign currency services to foreigners.

The customers in the Xintiandi areas are from various countries, with diversified career and cultural background. In order to meet with their requirements, the business hours of Xintiandi Sub-Branch is set to be from 10 am to 8 pm, Monday through Saturday. It is part of our commitment to delight our customers with the best services.

Priority Banking Center is also set up inside the new sub-branch. Our dedicated Customer Relationship Managers have a good understanding of the customer needs and are able to provide comprehensive, tailor-made investment proposals. They are most experienced and well-qualified to live up to the mission of Priority Banking - to plan, build and protect the customers' wealth.

The primary personal financial service brand of Standard Chartered Bank-Excel Banking also debut on the same day. It is designed to provide young professionals and young executives with all-rounded investment products, efficient service platform, dynamic information, and event privileges, helping the young elites leap toward their life goals by accelerating their wealth accumulation at an easy pace.

Excel Banking of Standard Chartered Bank has three value propositions to the customers:

Multi-dimensional Service Platform: Professional Relationship Managers serving the customers; offering free service hotline and SMS portal service.

Well-diversified Financial Products: Providing customers with themed deposit products designed to fulfil financial goals such as overseas education, honey moon travelling, car purchase, home purchase and etc. Other services and products include cutting-edge investment products, professional advisory services in foreign exchange market, convenient global remittance system and etc.

Well-rounded Lifestyle Privileges: Introducing customers to great merchant privileges. The Bank partners with the leading travelling service company, c-trip, which brings our customers preferential discounts in over 3,000 merchants. Series of lifestyle and professional events will also be arranged for the Excel Banking customers.

Katherine Tsang, CEO of Standard Chartered Bank China said, " With the rapid pace of China's economy development, people accumulate more wealth but have less spare time. Many people just do not have enough time or efforts to run their bank errands or to plan their investment portfolio. Therefore, one-stop banking services and flexible business hours are needed. And that is also why we locate the new sub-branch in the high-end business zone of Xintiandi with extended service hours, aiming to meet our customers' needs and to provide high-quality service to them."

Christine Ip, Head of Consumer Banking, Standard Chartered Bank China added:" Standard Chartered Bank is committed to provide all-rounded financial services to different market segments. The entire China is developing, while its young professionals and executives/white collars – with much intelligence and diligence - are more and more successful. They are passionate and insightful. By leveraging our global capability and local expertise, Standard Chartered Bank will help them make their dreams come true via the "proactive" and "pragmatic" services of Excel Banking."

Standard Chartered Bank has 11 branches (Qingdao to be opened soon), 5 sub-branches and 3 representative offices in 13 cities of China. The Bank now have 10 branches and sub-branches providing consumer banking service with 7 offering Priority Banking services. Priority Banking Center in Xintiandi Sub-Branch is the 8th one. The other seven are located at Shanghai (one), Beijing (two), Tianjin (one), Shenzhen (two) and Guangzhou (one).

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

Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is consistently ranked in the top 25 among FTSE-100 companies by market capitalisation.

Standard Chartered has a history of over 150 years in banking and is in many of the world's fastest-growing markets with an extensive global network of over 1,200 branches (including subsidiaries, associates and joint ventures) in over 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

As one of the world's most international banks, Standard Chartered employs almost 50,000 people, representing over 90 nationalities, worldwide. This diversity lies at the heart of the Bank's values and supports the Bank's growth as the world increasingly becomes one market.

With strong organic growth supported by strategic alliances and acquisitions and driven by its strengths in the balance and diversity of its business, products, geography and people, Standard Chartered is well positioned in the emerging trade corridors of Asia, Africa and the Middle East.

Standard Chartered uniquely derives over 90 per cent of profits from Asia, Africa and the Middle East. Serving both Consumer and Wholesale Banking customers worldwide, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award-winning solutions.

Trusted across its network for its standard of governance and corporate responsibility, Standard Chartered takes a long term view of the consequences of its actions to ensure that the Bank builds a sustainable business through social inclusion, environmental protection and good governance.

Standard Chartered is also committed to all its stakeholders by living its values in its approach towards managing its people, exceeding expectations of its customers, making a difference in communities and working with regulators.

In China, the Bank set up its first branch in Shanghai in 1858, and has remained in operation throughout the past 150 years. Recently, Standard Chartered Bank has been named as “2005 Best Foreign Bank” by Hexun Web. It has one of the largest foreign bank networks – with eleven branches (Qingdao to be opened soon), five sub-branches and three representative offices in China. There are altogether 7 branches in China that can provide full banking services including RMB to corporate clients (namely Shanghai, Shenzhen, Beijing, Nanjing, Xiamen, Zhuhai and Tianjin).

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