

# press release

FOR IMMEDIATE RELEASE

2 July, 2007

## **Standard Chartered Bank (China) Limited launches unsecured personal loan product – “XianDaiPai”**

**(Shanghai, 2<sup>nd</sup> July, 2007)** Standard Chartered Bank (China) Limited announced the launch of its first unsecured personal loan product - “XianDaiPai” - in Shanghai today. This is the first personal financing product launched by Standard Chartered Bank in China, and SCB customers will be the first to benefit.

Tapping into the needs of the local mass market, this unsecured personal loan product gives the customers the opportunity to receive their own line of credit. Upon approval, the loan amount can be directly credited to the designated personal bank account.

The application process is simple and straight forward. No collateral or guarantor is required. The applicant will be assessed based on his/her employment and stability of income. Subject to the provision of the required documents, the approved loan amount can be accessed in as little as 4 working days.

Moreover, the rate of the loan is fixed. Standard Chartered Bank’s unsecured personal loan customer can hence be protected from interest rate risk. This feature is particularly attractive in light of the current interest rate increase trend.

**Christine Ip**, Country head of consumer banking, Standard Chartered Bank (China) Limited, said,

“This unsecured personal loan is Standard Chartered Bank China’s first personal loan product specifically designed for Chinese consumers. The launch of this product indicates our strong confidence in the local market, and exemplifies our commitment to being the right partner of our customers in China. ”

“XianDaiPai” will first be introduced in Shanghai, and will soon be rolled out to other cities.

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## **Note to editors:**

### **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 Hong Kong Stock Exchange 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 operates in many of the world's fastest-growing markets with an extensive global network of over 1,400 branches (including subsidiaries, associates and joint ventures) in 56 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 60,000 people, representing over 100 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 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. Standard Chartered Bank (China) Limited is one of the first banks to incorporate officially in China on 1 April, 2007. This demonstrates the Bank's commitment to the China market, and its leading position as a foreign bank in the banking industry.

Standard Chartered China has one of the largest foreign bank networks – with 12 branches (Chongqing Branch to be opened), 9 sub-branches and 3 representative offices in China. In 2006, Standard Chartered China was named the “Top Ten Most Popular Foreign Banks” by Global Financial Development Forum, the “Best Social Credible Foreign Bank” by China Finance Website and has been granted the “Outstanding Innovative Service Award” by China Business.

For more information on Standard Chartered, please log on to  
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