

press release

FOR IMMEDIATE RELEASE

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Standard Chartered Opens Regional Call Center

To augment strong back-office operations and provide high quality services to the customers in Mainland China and HKSAR

(20 November 2007, Shenzhen) Standard Chartered Bank today celebrated the opening of its newest Regional Call Center (RCC) in Shenzhen. The Call Center significantly increases the Bank's telephone banking business capacity and further strengthens its back-office operations. Customers in Mainland China and the Hong Kong Special Administrative Region (HKSAR) can now benefit from further enhanced services.

The Call Center has two locations – in the Futian and Luohu Districts of Shenzhen respectively. Collectively, the two locations have 8,000 square meters of office space and are expected to be staffed by over 600 employees by the end of 2007. Facilitated by an advanced telecommunications system, the Call Centre is equipped to provide diversified services – which include customer enquiries, telesales and after-sales services – to consumer banking customers in Mainland China and the HKSAR.

Upon signing the Agreement with the Financial Service Office of Shenzhen Municipal Government in April last year, Standard Chartered is the first foreign bank to set up a call centre of this scale in Shenzhen.

Katherine Tsang, CEO and executive director of Standard Chartered Bank (China) Limited, commented, "Standard Chartered has a long-term commitment to the China market. This call center marks another significant milestone for the Bank in augmenting strong back-office operations and infrastructure, in support of the delivery of quality customer services. In addition, the Bank is most grateful for the great support of the Shenzhen Government throughout the preparatory process. We anticipate the establishment of the RCC is in alignment with Government's direction for its financial industry development."

Christine Ip, Head of Consumer Bank, Standard Chartered Bank (China) Limited expressed, "Our RCC can support the pace of our business growth, whilst improving the productivity and standards of telephone banking services. I believe our customers will see the benefits of our investment."

Mary Huen, General Manager of Customer Experience at Standard Chartered Bank (Hong Kong) Limited, said, "Our markets in Hong Kong and Mainland China are developing most rapidly, and Standard Chartered's new regional call centre in Shenzhen will provide excellent support for our fast-growing businesses in these markets. In addition, the new centre allows us to deliver even more convenient and reliable phone banking services for our customers throughout Hong Kong and China."

Standard Chartered has plans in investing in expansion of the RCC, recruiting and training new talents, upgrading service levels and developing innovative financial services.

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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 13 branches (approval for the Hangzhou representative office to upgrade to a branch has recently been granted and preparation for official opening is in progress), 17 sub-branches and 2 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 www.standardchartered.com