

# press release

## **Distinctive new television commercials tell Standard Chartered's 'Here for good' story**

Shanghai, China, 19 April 2010: Television commercials that take viewers on a fascinating journey through the many places that Standard Chartered calls home begin airing this week to support the Bank's new brand campaign. The commercials will be broadcast across major international and local TV / satellite channels in Asia, Africa, the Middle East and Europe. In China, the commercials debut on 21 April on CHANNELS.

"Here for good is a simple phrase with multiple meanings. It sums up Standard Chartered's deep and lasting commitment to the people that we serve and the countries where we operate. To powerfully convey this bold statement, we've taken an unusual creative approach to our television commercials. The result is attention-grabbing advertising that captures the true essence of our brand belief." said **Lim Cheng Teck**, CEO and Executive Vice-Chairman of Standard Chartered Bank (China) Limited.

The campaign features a set of four distinctive television commercials representing the Bank's focus on Asia, Africa and the Middle East as well as its international outlook. Standard Chartered briefed four artists from around the world to each create a short film based on their personal interpretation of the brand promise, their heritage and their craft. Each commercial brings the meaning of Here for good into focus through a different lens, depending on the artist's genre. The television commercials are set in the Bank's major markets, and collectively demonstrate the multiple meanings of Here for good.

**Stefan Sagmeister**, the renowned graphic designer, uses highly creative typography to demonstrate Standard Chartered's commitment to 'the many places it calls home'.

**Tian Zhuang Zhuang**, one of the most successful Chinese filmmakers today, uses the symbolism of trees and city life as he demonstrates the significance of Standard Chartered's heritage and longevity.

**Ezra Wube**, an Ethiopian-born filmmaker and artist, uses painting and animation to tell a story about progress focused on the changing but unique face of Africa.

**Sandra Madi**, from Jordan, uses documentary filmmaking to tell a simple story about relationships and Standard Chartered's commitment to generations of customers.

The Bank's new brand promise, 'Here for good', captures the Bank's distinctive approach to international banking and creates a strong platform for continued growth. The Here for good brand campaign is also featured across global and local newspapers and magazines, online and in outdoor media in over 30 countries. This campaign comes ahead of the Bank's sponsorship of Liverpool Football Club from July 2010, which will significantly expand global awareness of the brand.

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

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 20 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. We have produced seven years of record income and profit, primarily as a result of organic growth.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, from its Wholesale and Consumer Banking businesses. The Group has 1700 branches and outlets located in 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs around 75,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

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 foreign banks to locally incorporate in China in 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 has one of the largest foreign bank networks in China – with 16 branches, 38 sub-branches and 1 Village Bank. Approval for the setting up of the Huhhot branch has been granted and preparation is in progress.

In 2009, Standard Chartered China is named by the *Economic Observer* as the “Best Trade Finance Bank in China”. It also clinched the *Economic Observer’s* “Best Innovation in Cash Management” award, *Global Finance’s* “Best SME Lending Bank” and the *China Business New’s* “Outstanding Corporate Award of 2008 Corporate Social Responsibility Ranking in China”.

For more information on Standard Chartered, please log on [www.standardchartered.com](http://www.standardchartered.com)