

press release

Standard Chartered Launches Strengthened SME Banking Customer Offering

*Committed to superior customer service, innovative solutions and
total relationship recognition*

19 October 2010, Shanghai – Standard Chartered Bank has strengthened its SME Banking offering for customers in Shanghai and across its footprint, addressing the changing needs and growing importance of small and medium enterprises (SMEs) to economies.

Catering specifically to SME customers, Standard Chartered has invested significantly in people, infrastructure and solutions – assisting SMEs in managing business volatility, while providing one-stop banking convenience and expert advice through knowledgeable relationship managers.

“In light of the changing needs of SMEs and their growing importance to the economy, we have launched a strengthened customer offering that is built around providing working capital, business expansion, business protection and yield enhancement,” said **Som Subroto**, Global Head, SME Banking, Standard Chartered.

Som continued, “The SME segment has grown at almost twice the rate of GDP in most markets, generating over USD40 billion in revenues for the financial industry – and this is expected to grow at 10-12% per year across our markets in Africa, Asia and the Middle East. Standard Chartered’s ambition is to be the leading international bank for SMEs, building the segment into a multi-billion dollar business over the next 3-4 years.”

As one of the Bank’s largest and most important markets, China will be among the first locations in the world to unveil Standard Chartered’s enhanced SME customer offering.

“The SME sector has always been under-served and under-banked in China. As the first international bank setting up a dedicated SME team in China in 2003, Standard Chartered adding another 180 RMs by next year and doubling the team of relationship managers in the next 3 years as well as increasing our presence across China to bring our services to more SMEs. Standard Chartered has huge ambition in China market for the SME segment, and targets to grow at double the rate of the industry. Our continuous investment and strong commitment towards SMEs has re-affirmed our brand promise – Here for good”, said **Betty Ku**, Regional Head of SME Banking, North East Asia Region, Standard Chartered.

The Bank has over 650 dedicated and qualified Relationship Managers to serve SME customers with trade and treasury expertise support to give customers a complete corporate service experience. The Bank will also invest heavily in product innovation and risk management to give more products variety and flexible to provide on-stop financial services to SMEs in China.

As trade corridors continue to evolve in Greater China and the emerging markets, leveraging the Bank's extensive footprint in Asia, Africa and the Middle East, Standard Chartered will continue to enhance its cross border capabilities to facilitate China's SMEs to develop in the unfamiliar yet promising markets.

Leveraging enhanced technology, Standard Chartered also offers its Straight2Bank online banking platform and dedicated call centres, especially for SMEs , providing customers with a seamless service platform. In addition, the Bank's relationship managers offer day-to-day advice and specialised expertise in cash management, insurance, investment funds and other financial solutions.

Standard Chartered has already rolled out its strengthened SME Customer Offering in India and Hong Kong, and will continue to launch it in Taiwan, UAE, and Korea this year.

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Note to Editors:

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

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 its 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'.

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 17 branches, 42 sub-branches and 1 Village Bank. Approval for the setting up of the Wuhan 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 News*’ “Outstanding Corporate Award of 2008 Corporate Social Responsibility Ranking in China”.

For more information on Standard Chartered, please log on www.standardchartered.com