

press release

For Immediate Release

Standard Chartered China launches “Grow your Wealth Forum” series *Marking the start of China’s Wealth Management era*

Beijing China, 29th May , 2011 - Standard Chartered Bank (China) Limited (“Standard Chartered China”) today launched the first in a series of events to assist China’s wealthy elite in managing, growing and protecting their financial assets.

The “Grow your Wealth Forum” will focus four themes important to China’s affluent individuals - “Family”, “Business Success”, “Becoming World Citizens” and “Multigenerational Wealth Management”. The first event focusing on “Family” was opened by Standard Chartered Bank’s Global Head for Wealth Management, Ms Judy Hsu will provide forward-looking wealth management advice to investors, and further contribute to clients’ understanding.

In the past decade, China has undergone an economic transformation with very fast growth. The Country now has approximately 670,000 families with USD1 million in financial assets (excluding real estate property) - ranking China third in the world behind the US and Japan.*

In today’s fast changing economic environment, China’s affluent families face many new challenges --- from inflation concerns to black swan events. Against this backdrop, the concept of wealth management is gaining importance for China’s newly wealthy families. The time for a wholistic approach to wealth management has arrived.

Mr Michael Pratt, Regional Head of Consumer Banking North East Asia, said: “Standard Chartered’s strong heritage and deep insights in China developed over the course of 153 years positions the Bank well as a trusted advisor to support

the growing and increasingly sophisticated wealth management needs of Chinese families.”

Mr Pratt said: “China’s wealthy elite are family and business-oriented with a good level of financial knowledge and ambitious financial goals. Wealth management is gaining importance in their agenda as they seek to diversify their investments from traditional mainstays such as real estate and stocks. To solve the financial needs of China’s wealthy elite, banks must ensure their offerings are customised to meet a wide range of lifestyles as well as financial goals if they are truly to connect with their clients and meet their expectations.”

Bonnie Lam, Head of Consumer Banking, China expressed: “As China’s market grows, a balanced wealth management philosophy is becoming better accepted by local investors. Standard Chartered will continue to invest resources in helping our customers better manage, grow and protect their financial assets. Our commitment is to be a trusted advisor to investors as we solve their financial needs.”

Following today’s “Family” forum in Beijing, three more events focusing on “Business Success”, “Becoming World Citizens” and “Multigenerational Wealth Management” will be rolled out in Chongqing, Shenzhen and Shanghai this year.

Standard Chartered also launched a set of financial services to help families better plan and manage their wealth for the future – the wealth management solutions are focused on three themes of *kids*, *wonderful life* and *secure for life*.

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About 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 85,000 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 18 branches, 47 sub-branches and 1 Village Bank. Approval for the setting up of the Xian branch has been granted and preparation is in progress.

In 2010, Standard Chartered China received many awards and honors, including "First Class Award for 2010 Banker Survey" from PBoC Shanghai Headquarters, "Best CSR Company Award" from *China Business Network*, "2010 Best Debt House in China" from *The Asset*, "2010 China CFO Most Trusted Bank" from *CFO World*, "Golden Shell Award of Finance" from *21st Century Business Herald* and "100 Best Human Resource Management Companies" from *51job.com*.

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