

press release

Standard Chartered Bank Launches Enhanced Standard Chartered Titanium Credit Card

*IDR650.000 cash back facility, the highest in the market,
for all retail banking transactions anytime, anywhere*

JAKARTA, 19 December 2013 -- Standard Chartered Bank today launched its Standard Chartered Titanium credit card with enhanced benefits for customers, designed to meet the needs of its credit cardholders, reinforcing its brand promise of being “Here for good”. Similar initiatives have also been introduced in other Standard Chartered markets such as Pakistan, India, and United Arab Emirates.

Under this initiative, Standard Chartered is the first bank in Indonesia to offer 3.5% cash back facility, amounting to IDR650.000,- per month, currently the highest in the market. The enhanced benefits up-the-ante in the competitive Consumer Banking segment in Indonesia by offering more appreciations that address customers’ need for their retail banking transactions anywhere and anytime.

Standard Chartered Bank Chief Executive Officer for Indonesia, **Tom Aaker**, said: “Our Consumer Banking strategy in Indonesia is all about significantly and rapidly growing our business by providing high level of service. This enhanced service is our proactive effort to meet the customer’s need especially in welcoming the end of year festivities holiday celebration with their family.”

“At Standard Chartered, we currently focus on laying a solid platform for sustainable long-term growth. This year alone, not only we have introduced the innovative mobile banking platform, Breeze Mobile Banking, but we have also cooperated with two leading insurance institutions in providing life insurance products for our customer’s family. In addition, we continuously provide annual wealth management event to all of our customers in four major cities, for over a decade now.”

A recent Standard Chartered survey in Indonesia¹ showed that customers have high credit card transactions in groceries, department store, gas stations, and restaurant including weekend and weekdays, either with family or for business purpose.

¹ A survey conducted between October and November 2013 through a comprehensive Focus Group Discussion

Standard Chartered Bank General Manager of Wealth Management, Priority, International Banking and Country Marketing Head, Consumer Banking **Lanny Hendra** said, "Customer's voice is at the heart of our service. We continue to strive in our efforts, by listening to their inputs. The launch of Standard Chartered Titanium credit card with enhanced service today highlights our appreciations to our customers for all of their banking transactions. It is also part of our 150th anniversary of service celebration this year in Indonesia. We are expecting this Consumer Banking segment in Indonesia to further grow by offering an easy and quick approval process with very competitive cash back rate."

This enhanced cash back facility enables customers to enjoy retail banking transactions anywhere and anytime, complemented with Online Banking and Breeze Mobile Banking facilities.

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Note to Editors:

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

Standard Chartered is a leading international banking group. 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. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities to over 87,000 staff. It is committed to building a sustainable business over the long term and upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

For further information please visit our website www.sc.com/id or Facebook fans page Standard Chartered Indonesia.