

press release

FOR IMMEDIATE RELEASE

STANDARD CHARTERED STRENGTHENS CUSTOMER OFFERINGS FOR SMES

Providing needs based solutions to SME Customers

Lagos, July 4, 2012 – Standard Chartered Bank Nigeria today announced that it has strengthened its SME Banking customer offerings to meet the changing needs of the fast growing small and medium enterprises (SMEs) in Nigeria as it further reinforces its brand promise of 'Here for good'.

Tim Hinton, Global Head, SME Banking, Standard Chartered Bank said:

“The SME segment has grown at almost twice the rate of GDP in most markets, and is expected to grow at 10-12 percent per year across our footprint in Asia, Africa and the Middle East. In light of the changing needs of SMEs and their growing importance in the economy, we have strengthened our SME customer offerings. Our ambition is to be the leading international bank for SMEs, building the segment into a multi-billion dollar business over the next two to three years.”

This latest strategy is underpinned by its investments in infrastructure, people and solutions.

SMEs can now access comprehensive and tailored solutions that traditionally have been limited to multinational companies and large corporations. In keeping with the Bank's strategy of building deep customer relationships, each SME customer is serviced by a dedicated relationship manager backed by a team of specialists which is unique to the market, delivering holistic solutions in cash management, trade finance, lending, foreign exchange hedging and investments.

In providing SMEs with easy access to financial services, Standard Chartered has invested significantly in infrastructure. Its SME customers now have at their disposal

a dedicated contact centre to access their accounts round the clock and interactive online banking platform called *Straight2Bank*, specifically designed with the needs of SMEs in mind.

According to Ebehijie Momoh, General Manager, SME Banking West Africa,
“Our product solutions and global expertise in the SME segment provides us the impetus to position Standard Chartered as one of the leading financiers of SMEs in Nigeria. The Bank is committed to this important segment which is key to the development of the country. We are the first Bank to provide a dedicated service point for SME customers enabling our Relationship Managers provide not just transactional services but also provide business advisory services to SME customers. We are also the first to provide a robust internet platform for SME customer’s transactions, both local and cross border and provide an avenue for cross border interaction between our customers and international global partners in other Standard Chartered Bank markets.”

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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 more than 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 around 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.

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

