

press release

STANDARD CHARTERED POSITIONS BRAND TO SUPPORT SUSTAINED GROWTH IN THE WORLD'S FASTEST-GROWING ECONOMIES

Pakistan, 31 March 2010: Standard Chartered will today begin rolling out a global brand campaign focused on its commitment to being a positive force in the markets where it operates across Asia, Africa and the Middle East. The campaign will help to establish the Bank's new brand promise, 'Here for good', underlining the Bank's distinctive approach to international banking and creating a strong platform for continued growth.

Standard Chartered has delivered record income and profit for seven successive years, winning customers and market share, even during the financial crisis. The new brand promise captures the ethos that has driven this achievement, one which has remained consistent throughout the Bank's 150-year history. A simple phrase with multiple meanings, 'Here for good' sums up Standard Chartered's commitment to developing deep relationships with its clients and customers; its values, conduct and focus on sustainability; and its longevity, heritage and continued strong performance.

Peter Sands, Group Chief Executive, Standard Chartered, said, "The financial crisis was an inflection point, and the banking industry has changed irreversibly. Standard Chartered has emerged dramatically stronger, and this gives us a clear opportunity to further build our brand. We are doing this first and foremost by continuing to run the Bank in the best long-term interests of customers, shareholders and our wider communities. *Here for good* is the banner that will help our stakeholders understand what we stand for and what they should expect from us, and it will also serve to focus us internally on a singular goal to live up to everyday."

Badar Kazmi, Chief Executive Officer, Standard Chartered Pakistan said, "Here for good is not a change of direction for Standard Chartered, in fact it builds on the existing strengths of the brand and helps articulate what we stand for. We have been operating in Pakistan for over 145 years now which is a testament of our commitment to and our expertise in our markets. As the largest International Bank in the country, we consider ourselves to be part of the social and economic fabric of Pakistan."

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Here for good will help reinforce stakeholders' understanding about what Standard Chartered stands for and it will also serve to focus employees on what they should live up to everyday. From helping families to secure their financial future to supporting communities to create a prosperous and sustainable future, Here for good is Standard Chartered's promise and commitment.

The brand campaign will bring to life Standard Chartered's longstanding commitment to its customers, clients and communities; the Bank's deep local knowledge and heritage in the world's fastest-growing economies; and its determination to build a sustainable business. The campaign will run globally in television, print, digital and outdoor media.

The 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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For further information please contact:

Ali Habib
Head of Corporate Affairs
Pakistan
Mobile: + 92 300 8275373
Direct: + 92 21 2450225

Note to Editors:

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

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over 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.

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

Standard Chartered Pakistan

Standard Chartered is the largest and oldest international Bank in Pakistan with 162 branches in 41 cities. Standard Chartered's core businesses in Pakistan are in Consumer Banking and Wholesale Banking.

In 2006, the Bank successfully executed the then largest ever Foreign Direct Investment (FDI) in the history of Pakistan's banking industry with the acquisition of the Union Bank worth USD 487 million.

Standard Chartered Pakistan is the first international bank to get an Islamic Banking license and to open the first Islamic Banking branch in Pakistan. The Bank has been given credit ratings of AAA/ A1+, the *highest long-term and short-term rating assigned by PACRA to any private sector commercial bank*.

As part of the Bank's sustainability agenda, where we believe in giving back to the community we operate in, our efforts are also noticeable in the field of Education, Preventable Blindness (Seeing is Believing) and HiV Awareness among the youth.

For more information, please visit: www.standardchartered.com.pk