

press release

Distinctive new television commercials tell Standard Chartered's 'Here for good' story

Pakistan - 20 April 2010: Television commercials that take viewers on a fascinating journey through the many places that Standard Chartered calls home begin airing this week to support the Bank's new brand campaign. The commercials will be broadcast across leading international and local TV / satellite channels in Asia, Africa, the Middle East and Europe. In Pakistan, the commercials debut on 21 April on major television channels.

"Here for good is a simple phrase with multiple meanings. It sums up Standard Chartered's deep and lasting commitment to the people that we serve and the countries where we operate. To powerfully convey this bold statement, we've taken an unusual creative approach to our television commercials. The result is attention-grabbing advertising that captures the true essence of our brand belief." said Ali Habib, Head of Corporate Affairs, Pakistan.

The campaign features a set of four distinctive television commercials representing the Bank's focus on Asia, Africa and the Middle East as well as its international outlook. The television commercials are set in the Bank's major markets, and collectively demonstrate the multiple meanings of Here for good.

The Bank's new brand promise, 'Here for good', captures the Bank's distinctive approach to international banking and creates a strong platform for continued growth. The Here for good brand campaign is also featured across global and local newspapers and magazines, online and in outdoor media in over 30 countries. This 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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Notes to Editors:

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

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

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong 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 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 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