

press release

FOR IMMEDIATE RELEASE

Standard Chartered Pakistan launches PIA Platinum VISA Debit Card

Standard Chartered Pakistan announces the launch of the PIA Platinum Visa Debit Card. The PIA Platinum Visa Debit Card is the first and only co-branded debit card in Pakistan and the Standard Chartered Group. The card is offered only to the Bank's Priority Banking customers. Through the PIA Platinum Visa Debit Card, customers will be entitled to a vast range of benefits that will cater to their travel needs in addition to the International benefits that they have access to as a Priority Banking customer at Standard Chartered Pakistan.

PIA Visa Debit Cardholders will be entitled to various benefits through this card including

- Great discounts on selected PIA tickets.
- Complimentary membership into PIA's Awards +Plus program as a Diamond Awards +Plus Card member.
- Airmile accumulation for shopping on their PIA Visa Debit Card.

In addition to the above, PIA Platinum VISA Debit Card customers will also have access to a dedicated Concierge service desk and a comprehensive Partner Discount program as part of Priority Banking's exclusive lifestyle privileges.

Commenting on the Partnership, Mr. Aalishaan Zaidi, Head of Consumer Banking at Standard Chartered Pakistan said, "Our partnership with PIA and VISA goes a long way in strengthening our promise to provide continuous support towards the developmental needs of Pakistan. The value added benefits of the first-ever co-branded debit card is a tremendous achievement that reflects well on the work, commitment and success of PIA, Standard Chartered and the VISA teams."

Mr. Rashid Aziz, General Manager, Revenue Management at PIA commented on the partnership by saying "PIA as a National Carrier is committed to the highest level of services delivered with promise & spirit to our valued customers. It is our responsibility to promote the expansion of support and services so that our customers can enjoy the unique feature of this prestigious product. This product's unique features will enable our customers to utilise world class facilities from two great brands. Indeed, this a moment of pride for us and for our loyal customers"

Commenting on the partnership, Mr. Amer Pasha Country Manager Visa Pakistan & Afghanistan said "We would like to congratulate Standard Chartered Pakistan on launching the first Visa Debit Airline Co-brand card in Pakistan. With this launch, Standard Chartered has joined the select group of Visa Debit issuers in the CEMEA region who offer an Airline Co-brand Visa Debit Card to their customers. He added, "While debit card is a key tool for migrating consumer spending made with cash and checks to electronic forms of payment, we will continue to work with all our partners in Pakistan to ensure that we offer our consumers product choices from credit, debit and prepaid."

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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

Standard Chartered Pakistan

Standard Chartered is the largest international Bank in Pakistan with 144 branches in 33 cities. Standard Chartered's core businesses in Pakistan are in Consumer Banking and Wholesale Banking.

Euromoney has awarded Standard Chartered the prestigious "Best Bank in Pakistan" in the Awards for Excellence 2010.

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