

# press release

## **Standard Chartered marks 5th anniversary of Priority Banking asset management service for high net-worth individuals**

*Campaign marks fifth anniversary of launch on 5 July 2005*

**5 July 2010, Tokyo** – Standard Chartered Bank is pleased to announce the fifth anniversary, on Monday, 5 July, of both the launch of its Priority Banking asset management service for high net-worth individuals and the opening of its Priority Banking branch in Marunouchi (Head of Consumer Banking Yasunori Hirano, Branch Manager Chiyo Mochizuki).

Modeled on the concierge services of a five-star hotel, Priority Banking offers customers with total deposits of not less than 20 million yen in-depth, personalized support for asset accumulation from an exclusive relationship team. The attentive care of dedicated Relationship Managers, together with unparalleled services such as "always fee-free foreign exchange," have earned the support of many customers since the service's inception in July 2005, helping it to establish a firm footing in the Japanese market. Indeed, the high level of customer satisfaction is evidenced by the fact that more than 30% of accounts are opened based on referrals from other customers.

**Patrick Gillot**, Japan CEO of Standard Chartered Bank, says: "Standard Chartered, present for 130 years in Japan, is such honoured to celebrate five years in the Priority Banking activity servicing in Japan. We strive to build even stronger relationship with our individual customers for long term."

**Yasunori Hirano**, Head of Consumer Banking Japan, says: "To reach this five-year milestone makes me feel deeply grateful as it reflects the patronage shown by our customers. Going forward we will continue working to gain the trust of our customers by focusing on their needs, listening carefully to fully understand their priorities, and offering them tailor-made solutions. In addition, we will continue to leverage our strengths as a pioneer doing business in the world's most dynamic markets – Asia, Africa and the Middle East – to offer unique and innovative products, information, and services that earn the continuous support and patronage of our customers."

To mark the fifth anniversary, Standard Chartered is currently conducting a campaign (details on separate page) offering those who apply for select products with new funds between 1 June and 30 July the opportunity, depending on amount, to win gifts such as the popular Roomba robot vacuum cleaner. Priority Banking will continue aiming for further growth in the Japanese market by maintaining its focus on customers, providing them with speedy, accurate services, financial product solutions that meet their needs, and the attentive service of dedicated Relationship Managers.

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For further information please contact:

Corporate Affairs Japan  
Standard Chartered Bank  
Tel: +81(3)5511-1245/Fax: +81(3)5511-9333  
[ca.japan@sc.com](mailto:ca.japan@sc.com)

**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 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, please visit: [www.standardchartered.com](http://www.standardchartered.com)