

MEDIA BRIEFING PACK
SME Banking Ghana CVP Launch – 05 July 2012

Standard Chartered Bank: Celebrating 10 years of SME Banking in Ghana with renewed and strengthened Customer Offerings

A. Overview

- Capitalise on a decade of successful operations of the SME Banking Business in Ghana, the introduction of key strategy enablers (e.g. RMB payments, International Trade Account, FX solutions, SME Centre, S2B) and the presence of the Global Head of SME Banking in Accra to announce SME Banking's strengthened customer offerings.
- Overarching objectives:
 - a) Demonstrate SCB SME Banking's unique customer offerings
 - b) Build and sustain awareness of SCB SME Banking Business
 - c) Raise SCB's profile as an SME thought leader
 - d) Differentiate SCB's SME Banking offerings from competition

B. Media Engagement Plan

- Prior to the launch
 1. ATL of 4 needs on 3 billboards
 2. Branch branding on 4 needs
 3. Road show to branches
- Launch Day:
 1. Press insert on the day of the official launch
 2. Pre-Press Release - Celebrating 10 years of SME Banking and unveiling of the new customer offerings
 3. Radio Announcement and pre-story on Joy FM and Peace FM
 4. Radio Interview on Joy FM's Super Morning Show at 8 am - Andy Okai and Kwabena Boateng
 5. Media Briefing: Standard Chartered Bank strengthens customer offerings for Ghana SMEs
 6. Customer Event: Customer Cocktail hosted by Standard Chartered Bank. SME branded customer gifts
 7. Tim Hinton's 1-on-1 with Business and Financial Times (B&FT)
- Post Launch:
 1. SME-branded customer gifts in all branches
 2. Full-page advertisement in B&FT and Graphic Business with pictures, and coverage on TV and Radio news
 3. Employee Volunteering Activity by SME Banking Team

Media Briefing Rundown

Standard Chartered Bank celebrates 10 years of SME Banking in Ghana and strengthens customer offerings for Ghanaian SMEs

Media Briefing:

Date: July 05, 2012 (Thursday)
 Time: 2:00PM to 3:00PM
 Venue: SME Centre Conference Room, Ring Road West, Accra

Customer Cocktail:

Date: July 05, 2012 (Thursday)
 Time: 7:00PM to 9:00PM
 Venue: Addae Kese Hall, La Palm Royal Hotel, Accra

Target Media

Business sections of dailies, business magazines and broadcast channels. Total of 10 media houses

Daily	Magazines	TV
Daily Graphic	Graphic Business	Metro TV
	Business and Financial Times	TV3
	Business Times	
	Others	Radio
	Ghana News Agency	Joy FM
	www.Ghanaweb.com	Peace FM

- Spokespersons:
 1. Kwabena Boateng, General Manager, SME Banking- Ghana
 2. Andrew Okai, Executive Director, Consumer Banking- Ghana
 3. Tim Hinton, Global Head of SME Banking

- Key discussion topics:
 - Current trends & challenges faced by SMEs today
 - Changing financial needs of SMEs
 - SCB's strengthened customer value proposition
 - The Bank's ambition to grow SME Banking in Ghana

Press Materials

- Programme
- Press release
- Bios of spokespersons
- Country and global SME factsheets

Programme

Date	Time	Activity
July 5,2012	1:30PM (30min)	Media Arrival
Media briefing	2:00PM (5min)	Welcome remarks by Andrew Okai, Executive Director of Consumer Banking, Ghana
	2:05PM (5min)	Speech by Tim Hinton- Global Head SME Banking
	2:10PM (15min)	Key notes on SME launch by Kwabena Boateng, GM-SME Ghana
	2:25PM(10min)	Ribbon-cutting to unveil the SME Centre and photo opportunity
	2:35PM (10min)	Q&A with the press
	2:45PM (15min)	Refreshments served
	3:00PM	Ends
	3:00-3:10PM	Tim Hinton's 1-on-1 interview with B&FT
Customer cocktail	7:00PM (30min)	Customer Arrival
	7:30PM (5min)	Welcome remarks by Kweku Bedu-Addo, CEO of SCB Ghana
	7:35PM (5min)	SME Global overview by Tim Hinton
	7:40PM (10min)	Documentary on 10 years of SME Banking in Ghana
	7:50PM (5min)	Speech by the Minister for Trade and Industry
	7:55PM (5min)	Symbolic Exchange of Gifts between Minister and Tim Hinton
	8:00PM (5min)	Concluding Remarks by Andrew Okai, Head of CB, Ghana
	9:00PM	End

A. Speaker notes – Andy Okai

Good morning to our friends from the media and my dear colleagues. I am Andy Okai, Executive Director of Consumer Banking, Ghana. Today is a very special day for us in Standard Chartered Bank Ghana as we celebrate ten years of SME Banking and launch refreshed and exciting offerings for this segment. I want to start by thanking you all for honouring our invitation and being part of this special occasion.

Let me introduce the panel for today.

Tim Hinton – Global Head of SME Banking

Vivek Uberoi – Regional Head of SME Banking, Africa

Kwabena Boateng – General Manager of SME Banking, Ghana

As you may be aware, like many other countries SMEs in Ghana contribute about 70% of the GDP and are the backbone of our economy. Therefore it is critical for the banking sector to support the needs of SMEs. I am glad to say today that SCB is amongst the very few banks in Ghana which offer structured and comprehensive solutions to SMEs to help them grow to become large corporates.

The SME segment faces major hurdles when it comes to access to finance. The most significant barriers are that many SMEs are not fully formalised, lack sufficient management quality and often cannot prove their compliance with regard to labour standards and other regulations.

Standard Chartered Bank Ghana Limited first launched SME Banking in 2002 and since then we have regularly increased our product and service capabilities to ensure we remain the chosen banking partner for SMEs. In line with our “Here for good” brand promise, we are committed to continually providing groundbreaking and tailored banking solutions for our customers.

Today’s launch of enhanced business offerings in Ghana is a testament to that commitment and is further evidence of our unparalleled service and intuitive response to the changing global financial environment.

I am very pleased to be part of this significant step towards making Standard Chartered Bank a leading innovator both in Ghana and across our global network.

I will now request Tim Hinton, our Global Head, SME Banking to share his global SME experience and his thoughts on the launch.

B. Speaker Notes for Tim Hinton (5 min opening)

1) ***SMEs are the backbone of economies worldwide and are a key contributor to GDP and employment. This segment:***

- Typically accounts for ~95% of enterprises
- Employs almost 2/3 of the labour force
- Contributes 30-60% to the GDP of countries
- Has grown at approximately twice the rate of GDP in most markets and is expected to grow at 10-12% p.a., in our footprint across Africa, Asia and the Middle East

2) ***The needs of SMEs are changing. Many of the issues that large companies face, now impact SMEs. They need their bank to:***

- Assist in managing the uncertainties in their business – fluctuating currency rates, commodity prices, changing interest rates
- Simplify their growing cross border needs; SMEs face challenges expanding their operations into new markets:
 - Enterprise recognition
 - Access to credit
 - Seamless opening of international accounts
 - Conducting routine banking transactions
- Provide convenient & hassle-free service – Business Owners are time poor and continue to be underserved
- Be there for them, not just in the good times; they need support & commitment from their bank. In the most recent financial crisis, SCB partnered with many governments to ensure a steady flow of credit to SMEs

3) In light of SMEs' changing needs and their continued importance to the economy, we have strengthened our global SME customer offerings:

- Built around 4 key needs (not products): Working Capital, Business Expansion, Business Protection and Yield Enhancement
- Solutions to manage uncertainties and growing international trade – leveraging our SME network in 30 countries across Asia, Africa, and the Middle East
- Dedicated service: SME Centres, SME Hotlines, RMs with product specialists
- Simple solutions: Bundles products, an on-line platform tailored specifically for SMEs

In addition, behind every business is an individual. Many SME owners are high net worth individuals and in Standard Chartered we can serve both their business needs as well as their wealth needs with our Priority and Private Banking solutions

4) Standard Chartered's SME Banking has big aspirations:

- Continue to be a significant business in the Consumer Bank of Standard Chartered; today representing > 20% of the revenue. We provide all of the solutions to our customers leveraging both the Consumer and Wholesale Bank
- In 2011, SME income was up 14% YoY driven by particularly good growth in trade products, and associated FX and cash management
- Our aim is to make our SME business a multi-billion dollar business in next 2-3 years
 - Target to grow at double the rate of the industry and double our global market share to become the leading international bank for SMEs across our footprint in Asia, Africa and the Middle East
 - We want to be our customers' Main Bank

5) We are committed to SMEs

- We have been doing business with SMEs for more than a decade
- Our continued commitment to this segment is clearly demonstrated by not only being “open for business” during the recent financial crisis, but also by our continued double-digit growth of our business over the last few years
- The launch of our strengthened customer offering will position SCB as the leading international bank for SMEs across our markets in Asia, Africa, and the Middle East. It powerfully demonstrates our distinctive contribution to the broader economy epitomising how we are Here for Good in the community

C. Speaker Notes for Kwabena Boateng

1. Growing importance of SMEs to the Ghanaian Economy

- SMEs are key contributors to Ghana's economy and are playing an increasingly important role in economic growth:
 - In their research work published in the 'International Research Journal of Finance and Economics (2010)' Joshua Abor and Peter Quartey both of the University Ghana established that SMEs account for 92% of all businesses in Ghana and contribute about 70% of Gross Domestic Product (GDP) of the country
 - SMEs today account for over 75% of the nation's total employment
 - The number of SMEs is increasing due to the advent of Oil and Gas in Ghana
 - The principal activities of SMEs in Ghana are in agriculture, manufacturing, commerce and service
 - SMEs therefore have a crucial role to play in stimulating growth, generating employment and contributing to poverty alleviation

- There has been some improvement in support to facilitate SMEs' development. These include:
 - The government passing the Credit Reporting Act, 2007 (Act 726), paving the way for the establishment of Credit Reference Bureaus in Ghana
 - The Collateral Registry
 - The establishment of the Venture Capital Trust
 - The Local content Bill for the Oil and Gas industry yet to be passed into law will give a much needed boost for Ghanaian SMEs in the Oil and Gas sector
 - Having said the above, getting a proper and clear definition of Small and Medium Enterprises by the relevant agencies and policy makers will not only give clarity to banks and other financial institutions to classify their portfolios accordingly, but it will also provide consistent statistics on SMEs which are currently inadequate

2. Business Performance of SME Banking Ghana

- Our SME business has experienced good growth in the last year driven mainly by double-digit growth in Trade and Deposits.

3. Highlights of SME Ghana Strengthened Offerings

Standard Chartered has been serving SMEs in Ghana for 10 years and provides a comprehensive range of banking services to them through our extensive network of 21 branches. With the launch of our strengthened offerings in response to our SMEs changing needs, we are introducing new solutions for Working Capital, Business Expansion, Business Protection, and Yield Enhancement as well as services to provide our SME customers with greater ease of access and convenient service

- Most SME owners these days are very busy managing their businesses and do not have the time to visit a branch for their transactional needs. To address this, we have developed and launched our SME on-line banking platform, Straight2Bank, the only such platform in Ghana specially designed with the unique needs of SMEs in mind. This enables them to better manage banking transactions in a simple and secure environment
- We have brought the bank closer to the neighbourhood of our customers – with 21 branches strategically located across the country and 6 more to be opened by the end of the year, SME customers can avail financial services from these centres. Banking has been made easier for our SME customers
- As SMEs grow and expand, their needs become more complex and having tailored solutions become increasingly important. We are the only bank in Ghana with dedicated SME Centres in Accra and Kumasi with SME Relationship Managers supported by a team of experts in the fields of working capital management and FX. Through these experts, SMEs can now access sophisticated tailored solutions that were previously only available to the multinationals and large corporations
- Leveraging on our deep local knowledge and international network, not only are we helping SMEs to gain access to global markets which were previously only accessible to large multinational companies through our International Trade Account and Trade Finance offering, but today our SME customers are also leveraging on our footprint of Asia, Africa and the Middle East to gain a competitive advantage over their competition

- With the paradigm shift of trade between Africa and Asia rather than Africa and the West, our Trade Finance offering has become the best trade solution for many SMEs in Ghana

The international use of the Renminbi (RMB) has increased faster than expected. With global treasury capabilities Standard Chartered Bank offers SMEs in Ghana that trade in the China corridor an additional option of paying their China-based suppliers in Renminbi (RMB)

- You will have the chance to have a feel of the scope of our commitment shortly when we cut the tape to unveil the Accra SME Centre

4. Closing Statement

SME Banking is a significant business for Standard Chartered Bank as a Group and in Ghana. Our continued commitment to this segment is clearly demonstrated not only by being 'open for business' during the recent financial crisis and achieving double-digit growth, but also by what you have witnessed here today - Standard Chartered will continue to deliver enhanced solutions for the growth of SMEs.

Speaker Bios – Tim Hinton, Global Head of SME Banking



Tim joined Standard Chartered in 1986 as a management trainee and he has held a number of senior positions and worked in many of the Bank's key markets, including Singapore, Hong Kong, Korea, India, the UAE and UK.

Tim was recently appointed Global Head of SME Banking in February 2012. Prior to that, he was the Head of Private Banking, UK and Jersey since December 2010. From 2005 to 2010, Tim led one of the Bank's largest and fastest-growing businesses, the Local Corporate client segment within Wholesale Banking, and in January 2008 he took on the added responsibility for the Commodity Traders & Agriculture (CTA) portfolio.

Tim is also Standard Chartered's representative for the UK Government-sponsored Business Growth Fund, a new Equity Fund formed by the five of UK's largest banks, to help fast growing UK companies and to drive growth and economic recovery in the UK private sector.

He is married with two sons.

Speaker Bios - Andrew Okai, Executive Director, Consumer Banking



Andrew Okai has spent thirteen years with Standard Chartered, having joined from Unilever in 1997. He has held diverse roles across a number of divisions in the Bank, including

Wholesale Banking, Consumer Banking, Global Technology and Operations, and General Management.

During his early years with the Bank in Ghana, he carved a leadership position with key client segments within Wholesale Banking. Subsequently he headed the retail distribution function. In 2005, he relocated on international assignment to the Group's largest profit centre – Hong Kong, where he was involved with strategy and corporate governance in the office of the Chief Executive.

He returned to Africa in October 2008 as the Regional Head of Banks -Transaction Banking, based in South Africa bringing leading cash management and trade finance capabilities to major banks across the region. His current focus is leading the transformation of our Consumer Banking business in Ghana since his appointment in late 2010 as Executive Director of Consumer Banking.

Andrew holds a Master of Science degree in Food Processing Technology from the Kuban Technological University, Russia and a postgraduate Management Diploma from Henley Management College, UK.

Andrew speaks and writes fluent Russian and maintains a keen interest in history and contemporary socio-political philosophy. He is an avid sports fan and also enjoys reading, gospel music and family fun.

J. Speaker Bios – Kwabena Boateng, General Manager, SME Banking- Ghana



Kwabena started his banking career in 2001 with Amalbank and after a year he moved to The Trust Bank both in Ghana. In 2006 he joined Standard Chartered, Origination & Client Coverage (O&CC) as a Relationship Manager. Prior to his banking career, he worked for four years as a Civil Engineer at Comptran Engineering where he designed and supervised the construction of roads across the country.

He also worked in the Local Corporate Team Unit where he was instrumental in the successful rollout of Asset Based Finance (ABF) in Ghana and in the formulation of the Local Corporate Strategy. He was awarded Best Relationship Manager by Group Local Corporate in 2008 for his significant contribution to the business.

In September 2010, he joined Consumer Banking as Head, SME Banking.

Kwabena is married with two sons. He likes reading, watching football and F1 motor racing.

press release

FOR IMMEDIATE RELEASE

Standard Chartered Bank strengthens customer offerings for SMEs

...celebrates ten years of SME Banking in Ghana...

Accra, July 5, 2012 – Standard Chartered Bank Ghana has launched its strengthened SME offerings today aimed at meeting the changing needs of the fast-growing small and medium sized enterprises (SMEs) segment in the country while reinforcing its brand promise of ‘Here for good’.

The occasion also provided the platform for the celebration of ten years of SME Banking; having first launched their focused approach to the business in 2002.

Andrew Okai, Executive Director, Consumer Banking, Ghana said:

“Our strategy remains unchanged; to continuously deliver superior value, which will put us on course to become the leading Bank in this sector across the country. Customer needs continue to change and with the increasing competition in the Banking sector, we cannot rest on our oars”.

This strategy is underpinned by focusing on customers’ needs, and investing in the right people, solutions, and infrastructure.

Emphasising the role of SMEs on the global level, 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.”

In order to better understand the needs of its SME customers, Standard Chartered provides dedicated relationship managers supported by a team of specialists. This allows Standard Chartered to provide holistic solutions in the areas of working capital, business expansion, business protection, and yield enhancement. This approach is unique in the market, and differentiates Standard Chartered's offering to its customers.

Kwabena Boateng, General Manager of SME Banking Standard Chartered Bank Ghana said:

“Our product solutions and global expertise in the SME segment position Standard Chartered as one of the leading financial institutions for SMEs in Ghana. We recognise SMEs are looking for simplicity and convenience so we responded by being the only bank to launch dedicated SME Centres in Accra and Kumasi, and by introducing our global online platform Straight2Bank, specifically tailored to the needs of SME. We also have launched our International Trade Account and Trade Finance offering to facilitate their trade needs seamlessly across our footprint in Asia, Africa, and the Middle East. The Bank is committed to this important segment which is key to the development of the country.”

---- End ----

For more information or interview opportunities, please contact:

Nii Okai Nunoo

Area Head, Corporate Affairs, West Africa

Tel: +233(0) 302 669688 Fax: +233 (0) 302 661676

Nii-Okai.Nunoo@sc.com

Note to Editors:

Standard Chartered – leading the way in Ghana

Standard Chartered Bank is a market- leading financial services brand in Ghana, listed on the Ghana Stock Exchange. It has operated for 115 years in the country and is currently the highest priced stock on the exchange. It ranks among the top 30 companies in the Club100 rankings by the Ghana Investment Promotion Centre (GIPC). The Bank's focus and commitment to developing deep relationships with clients and customers has driven its consistent growth in recent years.

With a network of 21 branches and 45 ATMs across Ghana, Standard Chartered offers exciting and challenging career opportunities for around 85,000 staff globally. It is committed to building a sustainable business over the long term in Ghana 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/gh

Appendix – Country Fact Sheet

- Economic Outlook:
 - GDP growth in 2012 is projected at 8.8%.
 - Unemployment rate 12.9% (Last recorded in 2005)
 - Inflation Rate of 9.10% (As at April 2012)

- SME Industry information:
 - Constitute about 90% of registered businesses in Ghana
 - 70% contribution to GDP
 - Contribution to manufacturing employment is 85% and general employment is 75%

- Standard Chartered Distribution network:
 - Number of Branches: 21(6 more to be opened by the end of 2012)
 - Number of ATMs: 44

About Ghana SME business

1. How does the bank view the SME sector? Is it an important growth area for the bank? Why?

The Small and Medium Enterprises (SME) sector is the back bone of economies worldwide and is a key contributor to its Country's GDP and employment. Here in Ghana, the SME sector accounts for more than two thirds of GDP (70%) and represents about 75% of general employment. The SME sector is expected to continue to grow strongly and further increase its contribution to Ghana's GDP.

Dynamic and resourceful, many SMEs introduce new products or processes to the market. They are also significant to cross border trade because many of them function as essential suppliers to larger exporting firms. Often, small firms create significant clusters, supplying to one or a few large companies, and are a critical part of the production supply chain. Similarly, SMEs act as distributors of key global brands and are a critical part of the distribution supply chain.

Building the SME business is a strategic priority for Standard Chartered Bank across our markets including Ghana. This sector has tremendous growth potential and is an area where we can powerfully demonstrate our distinctive contribution to the broader economy.

In supporting the Government's goal to increase SME contribution to the local economy, it is also our aim to help the SME sector increase productivity and transform via innovation.

2. What are the factors that will drive the growth of the SME business?

The SME sector's growth will be driven by several factors:

- Building strong relationships with our clients. As a bank, we increased our Relationship Management capabilities by 50% last year to provide a team of experts for foreign exchange, trade and cash management. Training of RMs is one of our top priorities as we have structured specified courses for our SME RMs to ensure that our RM's quality and professionalism is maintained all over the world.
- Expanding our footprint across the country via 21 branches (with 6 more to be opened this year) and 44 ATMs.
- The growing cross border needs of SMEs which is in line with improving trade flows to, from and within Asia, Africa and the Middle East. As SMEs seek to grow beyond borders, they require not just loans, but a full and sophisticated range of banking services, including credit, trade and working capital, cash management, treasury and insurance which we provide across our SME Banking network across 30 countries.
- Continued support from the regulators to make SMEs a high priority area via various strategies and measures to spur the development of a more diverse, competitive and high-growth SME sector and the further improvement of the environment for business and investment.

3. What are some of the challenges the bank faces in the SME business? And What are some of the measures it has taken to address it?

Main bottle-neck in SME financing is the unorganised nature of the sector and less developed entrepreneurial skills. Key factors are as follows:

- **Poor Financial housekeeping:** Lack of organised financial housekeeping is one of the key barriers to financing SMEs. In absence of any financial document or even sales data, as a lender we are unable to assess the financial need of an SME customer, its growth potential and most importantly, the repayment capability.

As one of the leading financial partners of SMEs in Ghana, we always focus on addressing our customer needs through comprehensive financial solutions and having our infrastructure (branches & ATMs) easily accessible. We are currently using bank statements as a surrogate in some instances to assess the financial requirement. This has so far been the most successful alternative to financials not just for Standard Chartered, but for many other banks in the market.

- **High cash based transactions:** Most SMEs operate in the trading sector, where their preferred mode of transaction is cash. This high volume of cash transactions is a deterrent to SME financing. For a SME not maintaining financials, we are unable to estimate the sales if the cash proceeds are not deposited in the bank regularly. Due to the safety and security reasons the SMEs prefer to bury less cash with their banks. The cash deposit at the bank is usually after netting the daily payments from total collections.

4. What are your prospects for the SME sector this year?

With rapidly increasing trade flows across our footprint in Africa, Asia and the Middle East, we are seeing growing interest of Ghanaian SMEs participation in cross border trade. Many SMEs will function as essential suppliers of raw materials, as small firms create significant clusters, supplying one or a few large companies, all part of the global production chain.

But with heightened uncertainties in the global landscape due to changing interest rate, foreign exchange and fluctuation in commodity prices, we know that SMEs would require not just loans, but a full and sophisticated range of banking services, including credit, trade and working capital, cash management, treasury and insurance.

In these times, we look to further support our SME customers through professional insights on economic and currency trends, yield-enhancing financial solutions and continued facilitation of trading activities.

5. What are your plans for this sector?

This year we are strengthening our SME Banking customer offerings to help the SME sector achieve even greater contribution numbers in 2012 and beyond. We will do this by deploying three key strategies:

- i. Enhance customer experience
- ii. Deepen relationships
- iii. Provide customised, innovative financial solutions and value-adds in order to meet the needs of SMEs from working capital, business expansion, business protection to yield enhancement

Broaden services to offer SMEs multiple banking channels, service guarantees and economic as well as market insights for cross border opportunities.

- 6. How about your performance in 2011? And what's your prediction for the whole year?**
- In 2011, we achieved a very high period end asset balance and this year looks promising.