

press release

Standard Chartered launches global advertising campaign

Nigeria - 9th July 2012 – Standard Chartered has launched an international advertising campaign encompassing TV, print, outdoor and digital to reinforce the Bank's commitment to making a positive impact on the communities in which it operates. The campaign steps up a level in Nigeria today with the broadcast of a new TV advert which illustrates how Standard Chartered's continued support for trade has a direct impact on individuals across the Bank's network in Asia, Africa and the Middle East.

The campaign, which demonstrates Standard Chartered's Here for good brand promise, also calls on people to visit the campaign microsite on Standard Chartered's website (www.standard.chartered.com/answers) and tell the Bank which issues are really affecting their lives. In this way, the Bank hopes to understand how it can deliver on its commitment to enhancing the communities in which it operates.

The TV advert will be broadcast internationally on CNN, BBC, Discovery and TLC, as well as on major local channels in nine of Standard Chartered's markets, including: Bangladesh, China, India, Indonesia, Malaysia, Nigeria, Taiwan Thailand and the UAE. Through a montage of scenes from the daily lives of four inhabitants of Dubai, Mumbai, Nairobi and Taipei, it shows how Standard Chartered's ongoing support for trade throughout the financial crisis and beyond has allowed companies to continue doing business, employ people, and stimulate the economies in which they operate.

"This campaign goes further than merely putting our logo on TV and billboards," says Claire Fedder, Head of Brand at Standard Chartered. "We want to affect real change in the communities where we operate, and in this way, deliver on our Here for good brand promise."

“To this end, we are encouraging people to visit our website and tell us what’s most important to them. This will help us create a digital barometer, which will enable us to demonstrate how we are listening and to provide examples of where we positively contribute in those areas. It’s our intention to show that banks can be a positive force in local communities.”

The new TV advert is available to view at <http://www.standardchartered.com/en/about-us/our-brand-and-values/here-for-good-case-studies.html>.

The campaign was produced for Standard Chartered by TWBA.

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NOTES TO EDITORS:

For further information please contact:

Diran Olojo

Head, Corporate Affairs, Nigeria

(m) +234 (0)8039758822

Diran.Olojo@sc.com

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

Standard Chartered is a leading international banking group. 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. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group 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. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

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For more information visit www.standardchartered.com