

# press release

## **Global Head of Wealth Management and Priority & International Banking's visit reaffirms Standard Chartered's commitment to Pakistan**

27 May 2013: Judy Hsu, Global Head of Wealth Management and Priority & International Banking for Standard Chartered Bank recently visited Karachi and Lahore. Her visit during an evolving external environment is a strong reflection of the Bank's undetering commitment to the country.

Present in Pakistan as the oldest and largest foreign bank with a heritage of over 150 years, Standard Chartered Bank has played a pivotal role in the growth and development of the banking industry.

The Bank's brand, network and heritage are great assets for Standard Chartered's footprint that spreads across over 70 markets in Asia, Africa and the Middle East, including many of the fastest growing markets. Judy's visit not only endorses the Bank's growing role in Pakistan's economy but it is also reaffirms the Bank's future growth plans in the country.

Standard Chartered remains a forerunner leveraging from its collaborative network. The Bank actively combines global capability with local knowledge and expertise. This strengthens its differentiated position in the segment proposition of Priority & International banking businesses, as well as strategic development of wealth management products supporting the Retail Bank and SME client segments.

Judy Hsu commented "Over the years, we have built a diversified business which has shown its market resilience through our strong financial performances. Market conditions remain challenging, however I believe that with a steadfast focus on the basics of banking – balancing growth with disciplined management and putting the customer at the centre of everything that we do, we will continue to take our business to the next level."

Priority Banking and Wealth management is an integral part of Standard Chartered's Consumer Banking strategy and this key segment is growing rapidly in Pakistan. What makes it strong are enablers such as exclusive reward programmes, international banking services, household recognition in addition to first-of-its kind Platinum debit card with cashback facility. This is evidence of the Bank's strong commitment to growing its business in Pakistan and to setting new benchmarks for customer service.

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## **Note to Editors:**

### **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 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. 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 68 markets, the Group offers exciting and challenging international career opportunities to over 89,000 staff. It is committed to building a sustainable business over the long term and 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'.

For further information please visit [www.standardchartered.com](http://www.standardchartered.com). Follow Standard Chartered at [www.facebook.com/standardchartered](https://www.facebook.com/standardchartered) and on Twitter [@StanChart](https://twitter.com/StanChart).

### **Standard Chartered Pakistan**

Standard Chartered Bank (Pakistan) Ltd. is the oldest and largest international bank in Pakistan. It is also the first international bank to be awarded Islamic banking licence and the first to open an Islamic banking branch.

This year marks Standard Chartered's 150th anniversary in Pakistan. The Bank, which started as the Chartered Bank opened its first office in Karachi in March 1863.

The Bank serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, auto loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance. It also offers a complete suite of Islamic banking solutions under its Standard Chartered Saadiq brand.

Standard Chartered was assigned a rating of AAA/ A1+ by PACRA. In 2011 and 2012 it won the award for Best Bank in Pakistan by The Asset Triple A for two consecutive years.

The Bank employs over 4,500 people in Pakistan and has a network of 121 branches of which 15 are dedicated Standard Chartered Saadiq branches as well as 187 ATMs.

For further information, please visit [www.standardchartered.com.pk](http://www.standardchartered.com.pk). Follow Standard Chartered Pakistan on Facebook at [www.facebook.com/standardcharteredpk](https://www.facebook.com/standardcharteredpk)