

press release

FOR IMMEDIATE RELEASE

Standard Chartered Launches Non-Resident Pakistani (NRP) proposition in UAE

Standard Chartered Bank has announced the launch of its distinct NRP proposition to cater for the financial needs of Non Resident Pakistanis (NRPs) who are based in UAE.

The new proposition involves experienced and dedicated relationship managers in UAE who will help the NRP clients in UAE manage a host of premium facilities and their accounts in both UAE and Pakistan, while keeping them informed on every detail of their assets with the bank. The relationship managers will also provide customers with a number of services, such as access to world-class wealth solutions, mortgage and global property financing solutions with preferred pricing privileges, global recognition and exclusive banking channels from the comfort of their homes or offices.

The Bank's objective to launch this proposition is to Leverage UAE-Pakistan corridor to build a world-class and differentiated proposition for Non-Resident Pakistani's in UAE by providing unmatched convenience, expert solutions and privileged services.

- Facilitate NRP acquisition in UAE
- Offer NRP proposition to Pakistani's to fulfill their banking needs in UAE and Pakistan
- Be a one-stop shop for clients

Commenting on the launch, Naseer Hasan, Head of Retail Clients, Standard Chartered Pakistan said: "The launch of NRP Business marks an important milestone for us in being able to significantly enhance our service to the Non Resident Pakistani diaspora in UAE. The move comes in line with the Bank's focus on leveraging its international network to bring world-class solutions to its clients in UAE."

The bank launched the first purpose built SME centre, a hub specifically dedicated to serving its SME clients. It has also launched 'Breeze,' a mobile banking app that provides customers with convenient and secured banking, anytime, anywhere. The bank has a strong reputation for delivering the highest standards of international governance – a competitive advantage and a differentiator.

ENDS

For further information please contact:

Farhan Ahmed
Head of Business Communications
Standard Chartered Pakistan
Tel # +92 21 32450239
Cell# +0334 3239399
Farhan.ahmed@sc.com

Tasneem Mirza
Manager, External Communications
Standard Chartered, Pakistan
Tel # + 92 21 32450942
Cell# 0300-2185899
Tasneem.Mirza@sc.com

Notes to Editors:

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

Standard Chartered PLC 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 nearly 87,000 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'.

For more information on Standard Chartered, please visit www.standardchartered.com

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.

2013 marked 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 Corporate Institutional and Retail Clients. Provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises, trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance to Corporate Institutional Clients. 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 2012 and 2013 it won the award for Best Bank in Pakistan by The Asset Triple A for two consecutive years.

The Bank employs over 4,000 people in Pakistan and has a network of 116 branches of which 10 are dedicated Standard Chartered Saadiq branches as well as 191 ATMs.