

# press release

FOR IMMEDIATE RELEASE

## **Valet banking at Sixth Avenue**

*Branch to provide longer banking hours and valet service  
as part of approach to serve customers better*

**25 January 2010, Singapore** – Standard Chartered Bank today announced the official opening of its newest branch in Bukit Timah, a prime residential district in Singapore. The new 1,850 square-foot Standard Chartered Sixth Avenue Branch is the only bank branch in the Bukit Timah area that opens after office hours till 8.00 pm (on weekdays) to cater to customers' banking and transactional needs.

Research has shown that customers prefer to visit banks at later hours on weekdays on their way home. The Sixth Avenue Branch will open from 11:00 am to 8:00 pm on weekdays and 9:30 am to 1:00pm on Saturdays.

At the same time, to up the ante in providing customers greater convenience, the Sixth Avenue Branch also provides complimentary valet service for customers visiting the Branch, helping them to save the hassle of finding a parking lot.

This latest addition will expand Standard Chartered's branch distribution network to a total of 18 in Singapore. This is also part of its overall approach to grow its distribution footprint at locations that will bring it closer to its customers and being available to

customers when and where they want to bank through a variety of channels like branch banking, mobile and internet banking.

Lai Pei-Si, Head of Branch Sales and Service, Standard Chartered Bank, Singapore said,

“Celebrating the opening of our new branch reinforces our commitment to our customers to continually invest in our franchise, product and service innovations, in order to create greater value and serve them better. Research has shown that customers are more savvy than before – they are looking for friendlier, efficient and accurate service, as well as simpler and transparent solutions. They want to partner a bank that they can trust, as well as one that recognises and rewards their overall banking relationships, not just for themselves but also for their families. In this regard, we hope that the longer opening hours and the complimentary valet service available at the Sixth Avenue Branch can help our customers maximise their time, their priorities better.”

- Ends -

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**Note to Editors:**

**About Standard Chartered Bank**

**Standard Chartered in Singapore** is part of an international banking group with an extensive network of over 1,600 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

Standard Chartered has a history of 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal 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.

The Bank employs over 5,500 people in Singapore and has a network of 18 branches, 27 ATMs, and 6 Priority Banking centres. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

### **Key awards/achievements**

- Leading the way through product innovation, for example, MortgageOne, e\$aver, CashOne, Business Instalment Loan, Business\$aver, FamilyLink & LinkOne.
- First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer
- Launched first Singapore Dollar Islamic Deposit for the Islamic Development Bank of Brunei
- Xtra\$aver named "Best Deposit Product in Asia Pacific and Gulf States" (Asian Banker Journal - 2007)
- Best Loan House in Singapore (IFR Asia Awards - 2006)
- Best Structured Product Deal – for START CLO (Finance Asia Achievement Awards - 2006)
- Singapore Deal of the Year – START CLO III US\$1.5 billion (The Banker, Deals of the Year – 2007)
- Best Debt House in Singapore (The Asset Triple A Awards - 2003, 2005, 2007, 2008)
- Best Trade Finance Bank in Singapore (Global Finance – 2006, 2007, 2008, 2009)
- Top rated Major Markets Agent Bank in Singapore (Global Custodian - 2006)
- Best Trade Finance Bank in Singapore (Trade Finance Awards – 2008)
- Retail Bank of the Year (Asian Banking and Finance - 2007, 2008)
- Best credit card initiative - Platinum Access (Asian Banking and Finance – 2007)
- Best branch initiative - Vivo City branch (Asian Banking and Finance – 2007, 2008)
- Best self-service Initiative - Online banking (Asian Banking and Finance – 2008)
- Best core banking system initiative - Virtual banking relationship centre (Asian Banking and Finance -2008)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Corporate and Employee Citizenship Award (HRM 2009)
- Leader in HR practices (Singapore HR Awards 2009)
  - *Learning and Human Capital Development*
  - *Talent Management, Retention and Succession Planning*
  - *Corporate Social Responsibility*
  - *Performance Management (Special Mention)*
  - *Regional/International/Global HR practices (Special Mention)*