

press release

FOR IMMEDIATE RELEASE

Standard Chartered kicks off Children's Day with Liverpool Experience at branch

One lucky customer and one child or youth from Beyond Social Services to win an all expense-paid trip to Anfield, UK

1 October 2010, Singapore – Standard Chartered today celebrated Children's Day with a football-themed event at its flagship Battery Road branch, hosted especially for 30 children from Beyond Social Services (BSS). The branch was transformed into a mini-football pitch as children and Senior Executives alike had a ball of a time with penalty shootouts, foosball matches and fun quizzes.

The event was held in conjunction with the Bank's *Liverpool Experience Campaign*, for which the Battery Road and VivoCity branches will be decked out to simulate a Liverpool Football Club (LFC) experience. This will include a LFC 'changing room', a photo gallery, green turf carpeting and foosball tables at the branches.

As part of the Campaign, one lucky customer will be selected via a lucky draw to bring three friends to watch the LFC versus Manchester United Football Club match at the Anfield stadium on 5 March 2011. The Bank will also make the dream of one child or youth from BSS come true. A member of the BSS football team will be selected to fly to Anfield for the match, together with a guardian.

During the *Liverpool Experience Campaign* which will run from 1 October to 31 December 2010 at all branches, every Consumer Banking customer's approved

application for banking products or services would qualify him for one lucky draw chance. The more products and services that customers sign up for and are approved, the more chances they have to win the Liverpool trip or autographed Liverpool jerseys.

Other promotions during the period include the giveaway of Liverpool premiums for customers who sign up for a current, savings or time deposit account and a credit card as well as Liverpool car decals for customers at all branches for the month of October (while stocks last).

Ray Ferguson, Regional CEO, Singapore and Southeast Asia, Standard Chartered Bank, who took part in the games said:

“It was heartwarming to see the children from Beyond Social Services have a good time at the branch. As one of the most popular sports in Singapore, it is easy to see why this themed campaign would take off with football fans, big and small. Through the Liverpool Experience Campaign, we hope our customers too can combine banking with a little fun – and that we can make their banking experience a special one.”

Standard Chartered Bank has 18 branches in Singapore. The Battery Road branch is the only branch located in the Central Business District that opens until 7pm (on weekdays) while the VivoCity branch is open all week from 11am – 9pm.

- Ends -

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Note to Editors:

About Standard Chartered Bank Singapore

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 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. 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

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 6,000 people in Singapore and has a network of 18 branches, 29 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 & Visa Infinite
- First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer
- Xtra\$aver named "Best Deposit Product in Asia Pacific and Gulf States" (Asian Banker Journal - 2007)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Debt House in Singapore (The Asset Triple A Awards - 2003, 2005, 2007, 2008, 2009)
- Best Trade Finance Bank in Singapore (Global Finance – 2006, 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News Awards 2009)
- Singapore Capital Markets Deal of the Year (IFR Asia Review of the Year 2009)
- Retail Bank of the Year (Asian Banking and Finance – 2007, 2008)
- 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 Corporate and Employee Citizenship Award (HRM 2008, 2009)
- Leader in HR practices (Singapore HR Awards 2009, 2010)
 - *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)*

- Best Graduate Development Practices and Fair Employment Practices (HRM 2010)
- President's Social Service Award 2008
- National Volunteerism and Philanthropy Centre Corporate Citizen Award for Volunteerism 2009
- Best Consumer Internet Bank, Singapore (Global Finance 2010)
- Silver Award for Best Community Programme (Global CSR Award 2010)

About Beyond Social Services

Beyond Social Services is a charity dedicated to reducing delinquency among children and youths from less privileged backgrounds. It provides guidance, care, protection and resources that keep young people in school and out of trouble. Visit www.beyond.org.sg