

press release

FOR IMMEDIATE RELEASE

Standard Chartered nurtures the `nex' generation

Bank's first branch to focus on financial education for children

16 January 2011, Singapore – Standard Chartered opened its branch at **nex** Serangoon Mall, right at the heart of the retail action in the heartlands, yesterday. This Branch will open seven days a week, from 11:00 am to 9:00 pm. This latest addition will expand Standard Chartered's branch distribution network to a total of 19 in Singapore.

In addition to offering consumers a holistic suite of products and services, greater access and transactional convenience while shopping at Singapore's biggest mall in northeast Singapore, the new 2,400 square-foot branch focuses on financial education for children in the local community.

The unique features of Standard Chartered's first 'family-oriented' branch include a play area where children aged 10 years old and below can interact with their peers while their parents tend to their banking needs. The Bank will also conduct interactive financial workshops at this branch for children and youth aged 7 to 16 years old. Through these hands-on activities, the Bank aims to encourage a higher awareness of financial literacy among the young and inculcate a discipline in saving early, in a fun and easy-to-relate manner.

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

“Our customers have told us that regular visits to banks have become a core part of family bonding. Parents take the opportunity to actively involve their children in banking activities early so as to encourage them to start a habit of saving from young, in a fun and practical manner. With the financial programmes specially installed for the next generation of leaders, Standard Chartered’s nex Serangoon branch gives families in Singapore more reasons to bank with us.”

- Ends -

For more information, please contact:

Rena Teng

Corporate Affairs, Singapore

Standard Chartered Bank

HP: +65 9848 8573

DID: +65 6596 7764

Email: Rena.Teng@sc.com

Note to Editors:

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 19 branches, 32 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)