

# press release

FOR IMMEDIATE RELEASE

## **Standard Chartered's FIRST & BIGGEST at Marina Bay Financial Centre**

*First bank to anchor at MBFC*

*Opens largest trading room in Asia*

*Biggest office premises across Bank's global network*

**Singapore, 21 January 2011** – Standard Chartered today announced the official opening of its new office premises at the Marina Bay Financial Centre (MBFC); with Minister for Finance, Tharman Shanmugaratnam as the Guest of Honour. In addition to being the first financial institution to move into the new downtown financial district, Standard Chartered also opens the largest trading room in Asia, strengthening Singapore's position as a global financial powerhouse particularly in financial markets.

Leasing up to 513,000 square feet of space over 24 floors at Tower 1, the new premises house at least 4,000 of the 6,000 plus staff in Singapore. It is also the biggest office premises across the Bank's global network.

Standard Chartered's new trading room at the MBFC, currently the largest in Asia (in terms of the number of trading positions), has a total of 790 seats spanning over 65,000 square feet across three floors. This is more than twice the size of the Bank's previous trading room at Battery Road.

Peter Sands, Group Chief Executive of Standard Chartered PLC, said:

“The opening of Standard Chartered at Marina Bay Financial Centre is a great way for us to start 2011. The world is experiencing a fundamental rebalancing, with Asia being the main driver of global growth, trade and investment. Given our clear strategic focus on Asia, our deep roots and relationships across the region, and the strength of our network and capabilities, we are superbly positioned to benefit from this growth.

Singapore is a vibrant and extraordinarily successful city, a gateway to Asia, strategically placed at the heart of this new economic super-cycle. Our investment in this new office building reinforces our long-term commitment to our clients and customers and to Singapore.”

Ray Ferguson, Regional Chief Executive, Singapore and Southeast Asia, Standard Chartered, added:

“We have a history of more than 150 years in Singapore, and to support our business growth, it is natural that we continue to invest and grow here.

In support of the government’s plans to develop the Marina Bay area as the new financial district, we are the first bank to move into MBFC.

Spread across three floors on this new office building, we have the largest trading room in Asia, an aim to leverage on and further enhance Singapore’s position (currently ranked fourth in the world) as a foreign exchange hub.

Using Singapore as a launching pad for innovation, we also opened our first ‘Next Generation’ retail branch in the Group at MBFC. The new branch redefines retail banking with ‘smart’ banking and technology features including Wi-Fi and access to customer service consultants and advisors via virtual conferencing for customers.

With these milestones, we look forward to a great year ahead and making MBFC our new home.”

The move is also part of Standard Chartered’s plan to consolidate its office space in Singapore. The new office at MBFC centralises the Bank’s front office staff and the 225,000 square feet Standard Chartered at Changi Business Park houses non front-line employees in human resources, technology and trade operations.

- Ends -

For further information, please contact:

**Lim Siow Joo**

Corporate Affairs, Singapore

Standard Chartered Bank

Tel: +65 6596 7759

HP: +65 9847 0817

Email: [siow-joo.lim@sc.com](mailto:siow-joo.lim@sc.com)

**Notes to Editors:**

**Highlights of the trading floor(s) @ MBFC:**

- **Largest trading floor(s) in Asia** (including Japan): It is the largest in terms of number of seats – a total of 790 seats, over 65,000 square feet, spanning over three levels with an internal staircase linking the three floors.
- **Representation of the Bank’s global footprint:** Each floor is designed according to a different theme: Level 18 (Asia), Level 19 (Middle East), Level 20 (Africa).
- **More than twice the size of Battery Road’s trading room:** The trading room at Battery Road had 385 dealing positions versus the new trading floors at MBFC which have 790 dealing positions.

- **Room for expansion:** Even with all businesses and related support teams co-located, the trading floors are at about 80 per cent capacity, with around 150 dealing positions available to support further growth in the business over the coming years. We also have the option to expand upwards to other floors if required in the future.
- **Green office:** There are a number of initiatives that are supporting our overall sustainability agenda – reduced paper use through ‘follow-me printing’ and fully AV equipped meeting rooms, eco-friendly materials used in indoor areas, removal of personal rubbish bins and storage cabinets to increase recycling and central stationery to reduce wastage.

#### **Highlights of the New Generation Branch @ MBFC:**

- **Wireless access** to maximise wait-time while customers are in the queue (For e.g. Customers can transfer funds, surf the web and check emails). Personalised Financial Consultants will not be limited to desks or counters and will be using iPads to access the Bank’s server to serve customers.
- **Ability to book a consultation time online so customers do not have to wait at branches**
- **Higher level of personalised service through an enhanced Qmatic system** where a customer simply slots his/her credit card into the machine to get a queue number. This enables the Bank’s system to retrieve the customer’s data and the customer will be addressed by name when served at the counter.
- **Virtual conferencing:** The service will be available to all customers. This helps customers who are in remote locations where a consultant or expert may not be available on site.
- **Welcome Desks – For quick inquiry resolution:** Welcome Desks will be strategically placed at the entrance for our staff to greet current and prospective customers with a friendly smile, and help facilitate their visit – for instance channel migration, handle simple queries or arrange for a consultation while the customer waits in our interactive area.

- **Meeting spaces tailored to fit their needs:** Instant cash, quick inquiries, in-depth conversations, basic account transactions.

### **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 19 branches, 32 ATMs and 7 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)