

Photo Release

Tai Chi-ing their way to wealth

Standard Chartered Bank's innovative customer event marries health and wealth



Standard Chartered Priority Banking customers and staff at the first-ever Tai Chi event at the The Promontory @ Marina Bay

14 March 2011, Singapore – As part of Standard Chartered Bank's efforts to reward affluent customers with new and differentiated experiences, the Bank held the first-ever Tai Chi event in Singapore by the Marina Bay waterfront. The initiative is part of the Bank's "Health is Wealth" programme for Priority Banking customers. After Tai Chi, customers tucked into a healthy buffet of organic food grown with Lactobacillus technology, before proceeding to a financial-health talk.

Michael and Helen Seow, Priority Banking customers of the Bank, said:

“We found the session very interesting. It was a good workout and at the same time we got to relax a bit. We have been banking with Standard Chartered for more than ten years. The Bank is quite different from others – we like how so many activities are being organised for us. We also have an excellent Relationship Manager who is like a friend to us. This to us is how a banking relationship should be.”

Ngo Min Ying, Regional Head of Premium Banking, Singapore and Southeast Asia said:

“Our customers are from different backgrounds. Yet they tell us that health and wealth are their top priorities and are equally important in their journey to build wealth. That is why this event caters to both physical and financial health. At Standard Chartered Priority Banking, we not only offer products and services that meet a customer’s financial needs, but our programme is a holistic one, addressing our customer’s priorities in life. We have seen a three-fold increase in Priority Banking customer satisfaction year on year – a testament to the success of our offering.”

- Ends -

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Note to Editors:

Priority Banking is a comprehensive relationship programme targeting the needs of the affluent segment. Customers have access to a dedicated and trained relationship management team, comprising qualified Relationship Managers backed by experienced product experts in the areas of investments, foreign exchange, insurance and financing.

The programme also offers a range of innovative and tailored financial solutions, international banking services, an industry-leading total-relationship rewards proposition along with family and global recognition across 200 designated Priority Banking centres.

To join Priority Banking, Standard Chartered invites any customer who has:

- Invested/ deposited S\$200,000 with the Bank and/or
- Taken up a S\$1million mortgage with the Bank and/or
- Has a monthly income of at least S\$16,000

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

Business

- 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)
- Structured Products Asia Awards 2008 – Best in Singapore (Structured Products – 2008)
- Deal of the Year in Singapore (The Banker, 2008)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Debt House in Singapore (The Asset Triple A Awards - 2007, 2008, 2009, 2010)
- Best Trade Finance Bank in Singapore (Global Finance – 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News Awards 2009, 2010)
- 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 Consumer Internet Bank, Singapore (Global Finance 2010)
- Best Corporate/Institutional Internet Bank in Singapore (Global Finance 2010)
- Best Project Financing, Singapore (Asiamoney 2010)

- Best Singapore Deal (FinanceAsia 2010)
- Best Singapore Deal at the Islamic Finance Awards 2010 (The Asset, 2010)
- Country Deal of the Year, Singapore (Asiamoney 2011)

Corporate / Sustainability

- 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
- Silver Award for Best Community Programme (Global CSR Award 2010)