

press release

FOR IMMEDIATE RELEASE

Standard Chartered customises branches to cater to specific banking needs of customers

The branches are located and uniquely designed to bring convenience to customers who may have a combination of personal and business banking requirements

30 April 2013, Singapore – Standard Chartered today unveiled three customised branches which are uniquely conceptualised and strategically located to provide banking services for customers who live, work and play in the vicinity of these branch locations. The branches, specifically designed with the objective of providing added convenience to customers by catering to both their personal and business banking needs, are located at:

- 1) **Mandarin Gallery**: for high net worth and affluent customers who shop and dine there;
- 2) **Plaza Singapura**: for customers across all segments including retail and affluent customers and small and medium enterprises, as it is located at Dhoby Ghaut, one of the busiest MRT exchanges; and
- 3) **Sixth Avenue**: for affluent customers who live in the area.

Som Subroto, Regional Head of Consumer Banking, Southeast Asia and Head of Consumer Banking, Singapore, Standard Chartered Bank, said:

“We are strengthening our branch network and reach to customers by customising our branch offerings and enhancing their banking experience. Many of our customers have personal and business banking needs. The Plaza Singapura branch was designed to serve this objective. It is a full-service branch – offering SME Banking, Priority and International Banking, Preferred

Banking and Personal Banking services, providing an integrated offering for customers' personal and business needs.”

Elaine Heng, Regional Head, Integrated Distribution, Singapore and Southeast Asia, Standard Chartered Bank, added:

“We place great emphasis on customer centricity when deciding on our branch locations, focusing on areas where our customers live, work and play. Each branch is especially customised based on our research on the customer demographics at each location.

For example, we recognise that a number of our international clients visit Singapore for business and pleasure, stay in the Orchard Road vicinity and have specialised banking needs. With the Mandarin Gallery and Plaza Singapura branches which are open seven days a week, we are able to serve them better.”

The new branches also have a common focus on Wealth Management. Affluent customers will be served at all three branches by service ambassadors fluent in English, Mandarin and Bahasa Melayu and will have access to their dedicated Relationship Managers and product, investment, treasury and insurance specialists.

Andrew Chia, Head of Wealth Management and Priority and International Banking, Singapore and Southeast Asia, Standard Chartered Bank said:

“We have been investing to bring our Wealth Management expertise closer to our customers – to help them plan, build and protect their wealth. The growth of our business is testament to the strength of our offering. We have seen all aspects of our Wealth Management business grow. Despite challenging markets, we have seen Wealth Management income grow at a Compound Annual Growth Rate (CAGR) of 21 per cent over the past three years. Given the pace of increasing affluence in Asia and Singapore's position as a hub for

Wealth Management, our outlook for the Wealth Management business stays optimistic.”

The **Mandarin Gallery branch** is situated along Orchard Road to make banking more convenient for Private Banking¹ and Priority and International Banking² customers. It includes a concierge service on the first floor of Mandarin Gallery and a Priority and Private Banking centre on the third floor. The concierge caters to the unique needs of affluent walk-in customers, offering services including restaurant reservation, taxi booking, cheque depositing, phone charging and photocopying services. The Mandarin Gallery branch is the Bank’s second dedicated centre to serve Private Banking customers in addition to the centre at Marina Bay Financial Centre.

The **Plaza Singapura branch** is located in one of Singapore’s busiest malls and in the vicinity of tourist attractions, prime residential neighbourhoods and offices. The branch is highly accessible to customers as it is situated above the largest MRT interchange in Singapore, and caters to the diverse group of customers who live, work and transit at the Dhoby Ghaut area. It is a full-service branch – offering SME Banking, Priority and International Banking, Preferred Banking and Personal Banking services.

The **Sixth Avenue branch** was recently converted to a Priority Banking centre based on customer and staff feedback. The Sixth Avenue branch was found to have twice the volume of affluent customer traffic as compared with the network average. The branch was converted to a dedicated Priority Banking centre and fully equipped with the expertise to serve affluent customers.

All branches are fully operational effective immediately. For branch locations and opening hours, customers can visit <http://www.standardchartered.com.sg/atm-branch-locator/>

¹ Private Banking clients have a minimum of S\$3 million assets under management with the Bank.

² Customers invited to join Priority Banking have invested/ deposited S\$200,000 with the Bank and/ or taken up a S\$1 million mortgage with the Bank

For further information please contact:

Carol Alisha Chan

Corporate Affairs, Singapore
Standard Chartered Bank
DID: +65 6596 9403
Email: carol-hy.chan@sc.com

Chamila Hewapathirana

Corporate Affairs, Singapore
Standard Chartered Bank
DID: +65 6596 7756
Email: chamila.hewapathirana@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 68 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 more than 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, auto 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 7,600 people in Singapore and has a network of 19 branches, 7 Priority Banking centres and 31 ATMs. 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.