

Leading the way

Standard Chartered aims to be the world's best international bank. With 70,000 people employed in more than 50 countries, we are well positioned to achieve growth from opportunities in some of the world's most exciting and diverse markets. We are leading the way through our:

- Growth Markets
- Innovative Products and Services
- Talented and Diverse Teams
- Sustainable Business Strategy

 For more information visit: www.standardchartered.com

What we stand for

Strategic Intent				
<p>To be the world's best international bank Leading the way in Asia, Africa and the Middle East</p>				
Brand Promise				
<p>Leading by Example to be The Right Partner</p>				
Values				
Trustworthy	Responsive	Creative	International	Courageous
Approach				
<p>Participation Focusing on attractive, growing markets where we can leverage our relationships and expertise</p>		<p>Competitive Positioning Combining global capability, deep local knowledge and creativity to outperform our competitors</p>		<p>Management Discipline Continuously improving the way we work, balancing the pursuit of growth with firm control of costs and risk</p>
Commitment to Stakeholders				
<p>Customers Passionate about our customers' success, delighting them with the quality of our service</p>	<p>Our People Helping our people to grow, enabling individuals to make a difference and teams to win</p>	<p>Communities Trusted and caring, dedicated to making a difference</p>	<p>Investors A distinctive investment delivering outstanding performance and superior returns</p>	<p>Regulators Exemplary governance and ethics wherever we are</p>