

press release

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Standard Chartered Indonesia Launches Enhanced Priority Banking Service

*Plans to Double Number of Relationship Managers in the next 12-18 months to serve needs of growing affluent segment
First Indonesia Bank to offer Priority Customers Total Relationship Rewards*

January 27th, JAKARTA – Standard Chartered Bank today launched its expanded Priority Banking service simultaneously across six major Indonesian cities.

Under the initiative Standard Chartered Indonesia is the first bank in Indonesia to offer Priority Banking customers exclusive benefits for all aspects of their banking relationship through the ground-breaking Total Relationship Reward Scheme. Standard Chartered Indonesia also announced today that it planned to double its current Priority Banking Relationship Managers to approximately 180 over next 12–18 months to focus on meeting the needs of this growing Indonesian customer segment.

The enhanced Standard Chartered Priority Banking service ups the ante in the competitive Priority banking segment in Indonesia by offering exclusive priority banking services that address all customers' financial priorities and meet all their onshore and international banking needs.

The launch, which also featured the unveiling of the first of its kind **Standard Chartered Visa Infinite Credit Card**, is part of a Priority Banking global roll out by the Standard Chartered Group in key markets including China, Hong Kong, Singapore, India, Taiwan, Korea, Malaysia, Brunei, Vietnam, and United Arab Emirates.

Standard Chartered Indonesia's Country Head of Consumer Banking **Lani Darmawan** said the Priority Banking expansion was part of the Bank's aggressive growth plans in Indonesia, where an estimated more than 300,000 Indonesians have investible assets of greater than US\$100,000. This is expected to increase to 400,000 population by 2012.

"Priority Banking is a big part of our Consumer Banking strategy and this key segment is growing rapidly. Our enhanced Priority Banking proposition is among the best in the industry."

"We have many 'first-in-market' benefits such as Total Relationship Rewards, international and household recognition, as well as introducing the first-of-its kind Standard Chartered Visa Infinite Card. Our move to more than double our number of Priority Banking Relationship Managers over the next 12 to 18 months is evidence of our strong commitment to growing our business in Indonesia and to setting new benchmarks for customer service," added Lani.

Meanwhile, Standard Chartered's Global Head Premium Banking **Foo Mee Har**, who flew to Jakarta to help launch the enhanced Priority Banking service, explained that the Asia Pacific (excluding Japan) region currently contributes 13 per cent or US\$9 trillion to the global wealth pool. Research showed that the affluent segment in Asia was growing at 10 per cent on a compound annual basis, or more than two times the rate of Western markets.

"Priority Banking segment is a sweet spot in Asia as the financial needs of this segment have largely been underserved. Indonesia in particular, is an exciting and key market for us – economic recovery is firmly on track and wealth pools are expected to grow at 7%, the third fastest rate only after China and India in Asia. With our long standing presence in this market, Standard Chartered is in a position of strength and we will continue to invest strongly in people, systems, products and in the hiring of additional Relationship Managers across our markets to better serve the needs of our customers."

Lani Darmawan further explained that the New Priority Banking Offering includes three pillars of commitments:

- **Priority Services**

Responsive: Increased accessibility to Relationship Managers, International Banking and global recognition wherever you are in Standard Chartered's international foot print.

- All Priority Banking customers are recognized globally and have access to 200 Exclusive Priority Banking Centers with complimentary fund transfers (internal), emergency cash, free overseas ATM access and foreign exchange at special rates
- All Priority Banking customers will be serviced by a dedicated relationship management team comprising qualified and trained relationship managers backed by experienced product experts in the areas of investments, foreign exchange, insurance and lending
- All Priority Banking customers can view their overseas account balances in one screen and transfer funds from Indonesia accounts to their accounts globally

- **Priority Benefits**

Depth and breadth in banking relationships with **Total Relationship Rewards** and **Household recognition** where customers will enjoy 3x Reward Points for a transaction in Indonesia and 5x Reward Points for an international transaction, along with additional Reward Points for any purchase of banking transaction products in Standard Chartered Bank.

Total Relationship Rewards is designed for Priority Banking customers to reinforce the core premium positioning. With Total Relationship Reward, customers will not only enjoy reward points for their credit card spending, but also from their outstanding balance in current account, saving account, deposit, and new purchase of investment in one pool. The single pool will give customers higher value for money when they redeem the reward points. Standard Chartered is **the first bank** in Indonesia to offer Priority Customers Total Relationship Rewards.

- **Priority Solutions**

Dedicated, tailored and expert wealth and solutions for your every need and priority including the introduction of Standard Chartered Priority Banking Visa Infinite Credit Card that provides various exclusive benefits for Priority Banking customers, such as:

- **Golf Privileges**
Customers will enjoy Complimentary Green Fees in 5 Golf Club in Indonesia and access to 200 Golf Clubs worldwide.
- **Priority Pass**
Customers to enjoy world-class Airport Lounge facility worldwide with special fee.
- **Hospital Installment**
Customers to enjoy 0% Steady Pay facility for 6 months payment installment for any hospital transaction.
- **Priority Insurance for Cardholder and Family**
Customers to enjoy free insurance protection for cardholders and family up to Rp10 billion.

The Priority Solutions enable customers to enjoy high transaction limits and secures banking anywhere, anytime, with online and SMS Banking

-ENDS-

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Notes to Editor:

About Standard Chartered - leading the way in Asia, Africa and the Middle East

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalization. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated from its Wholesale and Consumer Banking businesses. The Group has around 1,750 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs 75,000 people, nearly half of who are women. The Group's employees are of 115 nationalities, of which 60 are represented among senior management.

As one of the oldest banks in the country, Standard Chartered Bank has over 145 year history in the country dating back to 1863. With 13 branch offices in six major cities in Indonesia including Jakarta, Bandung, Semarang, Surabaya, Denpasar and Medan and a network of over 17,000 shared ATMs, making the Bank as one of the international bank with widest geographical footprints in Indonesia. Standard Chartered also invested majority shares in Permata Bank and has acquired American Express Bank.

For further information, please visit: www.standardchartered.com.