

# press release



FOR IMMEDIATE RELEASE

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## **Standard Chartered Strengthens Brand to Sustain Its Growth in the World's Fastest-Growing Economies**

*Re-emphasises its 150 years+ commitment globally and 148 years in Indonesia*

**JAKARTA, 21 April 2010** --- Standard Chartered Indonesia today introduced a global brand campaign focused on its commitment to being a positive force in the markets where it operates across Asia, Africa and the Middle East. The campaign will help to establish the Bank's new brand promise, 'Here for good', underlining the Bank's distinctive approach to international banking and creating a strong platform for continued growth.

Standard Chartered has delivered record income and profit for seven successive years, winning customers and market share, even during the financial crisis. The new brand promise captures the ethos that has driven this achievement, one which has remained consistent throughout the Bank's 150-year+ history. A simple phrase with multiple meanings, 'Here for good' sums up Standard Chartered's commitment to developing deep relationships with its clients and customers; its values, conduct and focus on sustainability; and its longevity, heritage and continued strong performance.

**Peter Sands**, Group Chief Executive, Standard Chartered, said, "Our brand is all about commitment. We're here for good, to create value for our shareholders, to support and partner our clients and customers and to make a positive contribution to the broader community. We're here for the long term. We don't run when things get tough. We don't dodge tough decisions and trade offs. This is the way we do business: it has underpinned our strategy and success for over 150 years across Asia, Africa and the Middle East; and it will be the foundation for our future."

Here for good will help reinforce stakeholders' understanding about what Standard Chartered stands for and it will also serve to focus employees on what they should live up to everyday. From helping families to secure their financial future to supporting communities to create a prosperous and sustainable future, Here for good is Standard Chartered's promise and commitment.

**Tom Aaker**, Standard Chartered Indonesia CEO designate, added, "Here for good is a simple phrase with multiple meanings. It sums up Standard Chartered's deep and lasting commitment to the people that we serve and the countries where we operate. To powerfully convey this bold statement, we've taken an unusual creative approach to our television commercials. The result is attention-grabbing advertising that captures the true essence of our brand belief."

“This is an important milestone in the history of the Standard Chartered brand as we focus on strengthening our relationship among clients, customers, employees, and across the communities in which we operate, including in Indonesia where we first started operations in 1863. We are proud to have been an integral part of Indonesia’s development. Here for good sets us on course for the next chapter in this history,” added Tom.

The brand campaign, developed by advertising agency TBWA, will run globally in television, print, digital and outdoor media.

The campaign features a set of four distinctive television commercials representing the Bank’s focus on Asia, Africa and the Middle East as well as its international outlook. Standard Chartered briefed four artists from around the world to each create a short film based on their personal interpretation of the brand promise, their heritage and their craft. Each commercial brings the meaning of Here for good into focus through a different lens, depending on the artist’s genre. The television commercials are set in the Bank’s major markets, and collectively demonstrate the multiple meanings of Here for good. All four artists are:

1. **Stefan Sagmeister**, the renowned graphic designer, uses highly creative typography to demonstrate Standard Chartered’s commitment to ‘the many places it calls home’.
2. **Tian Zhuang Zhuang**, one of the most successful Chinese filmmakers today, uses the symbolism of trees and city life as he demonstrates the significance of Standard Chartered’s heritage and longevity.
3. **Ezra Wube**, an Ethiopian-born filmmaker and artist, uses painting and animation to tell a story about progress focused on the changing but unique face of Africa.
4. **Sandra Madi**, from Jordan, uses documentary filmmaking to tell a simple story about relationships and Standard Chartered’s commitment to generations of customers.

The Here for good brand campaign will also be featured across global and local newspapers and magazines, online and in outdoor media in over 30 countries. This campaign comes ahead of the Bank’s sponsorship of Liverpool Football Club from July 2010, which will significantly expand global awareness of the brand.

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**Notes to Editor:**

**Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world’s most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank’s growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. 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’.

As one of the oldest banks in Indonesia, Standard Chartered Bank has 148 years of operations dating back to 1863. With 14 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 more information on Standard Chartered, please visit [www.standardchartered.com](http://www.standardchartered.com)