

press release

Standard Chartered Indonesia Launches Preferred Banking Service

First international bank to comprehensively meet needs of emerging-affluent customers

JAKARTA, March 4th, 2011 --- Standard Chartered today launched its market leading Preferred Banking offering, which addresses the needs of the rapidly growing emerging affluent customer segment, across eight major cities in Indonesia.

Standard Chartered is the first international Bank in the country to offer a comprehensive relationship management programme for this under-served segment, which comprises Indonesians who earn IDR240 million per annum and/or have investible assets in the region of IDR150 million. Indonesia has 4,000,000 or 9 per cent of the emerging affluent population in Asia (excluding Japan).

Ms. Foo Mee Har, Global Head of Premium Banking, Standard Chartered Bank, said: "The emerging affluent segment has a specific set of needs and is growing rapidly, particularly across Asia. Standard Chartered is the first to launch a new class of banking – Preferred Banking – to meet the needs of this discerning group of customers. This segment is poised to grow significantly in Indonesia and we are delighted to include Indonesia in the first phase of our Preferred Banking global roll out, along with China, India, Hong Kong, Malaysia, and Singapore."

Standard Chartered Indonesia's Country Head of Consumer Banking **Sajid Rahman** said the Preferred Banking launch was part of the Bank's aggressive growth plans in Indonesia, and commitment to addressing customer needs. Over the past year Standard Chartered had increased branch numbers in Indonesia from 13 to 26 and hired more than 400 frontline Consumer Banking staff, he said.

Research shows the emerging affluent segment in Asia has grown at a compound rate of 20 per cent over the past few years and is dominated by young, upwardly mobile executives, professionals, couples and families. A recent Standard Chartered survey¹ of emerging affluent customers in Indonesia showed the vast majority highly valued the key elements of the new Preferred Banking offering.

- **67 per cent of young emerging-affluent Indonesians** like being rewarded for their relationships. They enjoy instant gratification and want to earn rewards faster.
- **66 per cent of customers** in this segment are looking for recognition and would like to have access to services, benefits and privileges similar to an affluent customer.
- **Over 50 per cent of customers** in this segment are seeking advice on property investment.

¹ A quantitative survey via telephone interviews conducted by Acorn between August and November 2010 to 800 customers in major cities in Indonesia

- **More than 50 per cent** prefer to have the ability to seek the assistance of a skilled Relationship Manager to help them with their financial requirements.
- **More than 50 percent** of customers are highly mobile, tech-savvy and value banking convenience on the go.

Standard Chartered's Preferred Banking offering addresses these needs through its "More Rewarding", "More Convenient" and "More Personal" features.

*Making banking **more rewarding**:* Preferred Banking customers earn reward points on their total relationship with the Bank, including deposits, savings balances, mortgages, and purchases of investments products. In addition, they can earn more rewards for spending using their exclusive **Preferred World MasterCard Credit Card** and benefit from special Standard Chartered promotions such as **Buy 1 Get 1 Everyday** at The Premiere XXI Cineplex, World MasterCard privileges worldwide and enjoy complimentary Starwood Preferred Guest Gold membership and Hertz Gold status.

*Making banking **more convenient**:* Preferred Banking customers have access to a 24/7 Preferred Banking service line. Riding on the Bank's strong remote banking platform, all Preferred Banking customers enjoy a full range of transaction convenience, as well as special pricing.

*Making banking **more personal**:* Preferred Banking customers will be assisted by a team of Preferred Bankers who will be available on demand at branches and via phone. Preferred Bankers are qualified through intensive, specialist training, that enable them to provide expert assistance to customers on their key financial decisions and queries, across their full spectrum of banking, borrowing, investment and insurance needs.

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

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 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 more than 80,000 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 26 branch offices in eight major cities in Indonesia including Jakarta, Bandung, Semarang, Surabaya, Denpasar, Medan, Palembang and Makassar and a network of over 23,000 shared ATMs, making the Bank as one of the international bank with widest geographical footprints in Indonesia. Standard Chartered also invested some shares in Permata Bank.

For more information on Standard Chartered, please visit www.standardchartered.com.