

Press Release

FOR IMMEDIATE RELEASE

Standard Chartered Bank Bahrain wins Best Retail Bank in Bahrain for 2014

- **The bank's focus on enhanced services has resulted in a 3.5% increase in its customer base.**
- **Priority banking and the SME segment are two of the bank's focus areas, both of which have resulted in large revenue increases.**
- **The bank introduced its Gulf Air Falconflyer co-branded card, a credit card and frequent flyer card in one, which contributed 30% of new sales.**

Sydney, April 3rd 2014—Standard Chartered Bank Bahrain won the Best Retail Bank in Bahrain for 2014. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2014 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri-La Hotel, Sydney, Australia on April 3rd 2014.

Standard Chartered Bank Bahrain's customer strategy is focused on providing a "wow" service, with new products tailored to specific customer segments and improved turnaround times. A customer is now able to walk into a branch and out again in under an hour with a personal loan. Complaint resolution is a high priority and customers can escalate their complaints to the head of distribution if their issues are not resolved.

The SME and priority banking segments are two focus areas of the bank going forward. Revenue for the SME segment increased by 25% between 2012 and 2013, with a 74% growth in the asset balance sheet. Priority banking revenue increased 16% over the same period with a 13% growth in the asset balance sheet.

The bank launched a new co-branded card with Gulf Air Falconflyer, which works as both a frequent flyer card and a credit card. Customers are rewarded based on how much they spend even if they are not frequent flyers. They are classified into different tiers depending on their credit card spend and benefits can be exchanged for perks such as extra baggage allowance, upgrades to business class, airport lounge access, and fraud and travel insurance coverage. The card contributed over 30% of new sales and is a major component of the 14% growth in portfolio size along with a 10% increase in credit card revenue.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia,

Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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