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Press Release

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The 7th Asian Banker Excellence in Retail Financial Services Awards 2008

Standard Chartered Bank wins Best Retail Bank in Brunei award

- *Standard Chartered Bank wins the Best Retail Bank in Brunei 2008 award for its performance in 2007.*
- *Standard Chartered Bank Brunei notches first ever win on the basis of its strong financial performance, notably in deposits, fee income generation and SME banking.*
- *Over 150 banks and financial institutions from 23 countries across Asia Pacific, the GCC region and Central Asia evaluated as part of the Excellence in Retail Financial Services programme.*

Bandar Seri Begawan, 16 May 2008 – Standard Chartered Bank has won five awards at the seventh Asian Banker Excellence in Retail Financial Services Award, including *The Best Retail Bank in Brunei* award. The bank received the award at The Asian Banker's Excellence in Retail Financial Services 2008 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 Westin Grande Sukhumvit in Bangkok on 16 May 2008.

About 150 senior bankers from award winning banks in 23 countries across Asia Pacific, the Gulf region and Central Asia attended the glittering event, the industry's celebration of the region's best retail bankers that recognizes 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 award of its kind.

- *Standard Chartered Bank wins the Best Retail Bank in Brunei award for its performance in 2007.*

Standard Chartered Bank Brunei notches a win at the prestigious Asian Banker Excellence in Retail Financial Services Awards for the first time.

- *Standard Chartered Bank Brunei notches first ever win on the basis of its strong financial performance, notably in deposits, fee income generation and SME banking.*

Standard Chartered Bank Brunei's retail franchise outperformed its peers, particularly in terms of income generation, deposit growth and return on retail assets. As the distributor of the largest range of unit trust products, the bank not only grew its fee income business strongly but

also experienced robust uptake of its high-end wealth management offerings. As the only bank with a dedicated SME banking center, Standard Chartered Bank Brunei saw SME revenue grow at a 54 percent clip.

The bank's operations is more cost efficient than its competitors' due to process improvements and productivity drives. Human resource management is a key driver to these achievements, as the bank dedicates well above average capital allocation for staff training and development.

- ***Over 150 banks and financial institutions in 23 countries across Asia Pacific, the GCC region and Central Asia evaluated as part of the Excellence in Retail Financial Services programme.***

"This year over 150 banks and financial institutions in 23 countries across the Asian region were evaluated as part of the Excellence in Retail Financial Services programme," said Mr Phillip Strause, chairman of the Excellence in Retail Financial Services programme and an International Resource Director for The Asian Banker.

The award evaluation process uses a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involves extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. The process also incorporates an AC Nielsen customer perception survey to gauge the strength and reputation of retail banks in the different countries.

Mr Strause, who has close to 40 years' experience working with commercial banks, investment banks, brokerage firms, insurance companies and other specialised financial institutions, further added: "The Asian Banker Excellence programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time".

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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, Beijing and Shanghai as well as representatives in London, New York, Dubai and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. For more information, please visit www.theasianbanker.com.

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