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Press Release

Embargoed until 16 May 2008

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

Standard Chartered Bank wins Best Retail Bank in Pakistan 2008 award

- *Standard Chartered Bank wins the Best Retail Bank in Pakistan 2008 award for outstanding performance in 2007.*
- *A market leader in the important credit cards and personal loans businesses, Standard Chartered Bank Pakistan significantly expanded its branch and Internet banking footprint while streamlining process flows.*
- *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.*

Karachi, 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 Pakistan*. 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 the evening of 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 has won the Best Retail Bank in Pakistan award for outstanding performance in 2007.*

Standard Chartered Bank Pakistan has won the 'Best Retail Bank in Pakistan' award in The Asian Banker Excellence in Retail Financial Services programme for its performance in 2007. Standard Chartered Pakistan made significant efforts in 2007 to expand its footprint in the country, going from 115 to 177 branches and increasing its internet banking customer base by 53 percent for 2007.

Along with its 31 percent market share in personal loans, Standard Chartered Bank Pakistan's 28 percent share of the credit cards business in terms of book size was the largest in the country. The continual growth of the bank's credit card business can be attributed to its new Saadiq Card, the only Shariah Compliant credit card in the country.

- ***A market leader in the important credit cards and personal loans businesses, Standard Chartered Bank Pakistan significantly expanded its branch and Internet banking footprint while streamlining process flows.***

Finally, the bank's initiative to streamline process flows and reduce turnaround times is seeing payoffs as mortgage turnaround time dropped from an average of 23 to 11 days and personal loan turnaround time went from an average of six to two days.

Standard Chartered Bank also won awards for best retail business in Asia, best retail bank in Brunei and Bangladesh and best foreign retail bank in China.

- ***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 involved 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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