

PRESS RELEASE



Standard Chartered in new alliance to develop Japan's first banking products specifically for professional athletes

Tokyo, September 22, 2005—Standard Chartered Bank today announced an agreement with Scandinavia Inc. to develop new banking services aimed at supporting the financial needs of professional sportspeople. This is the first time such an initiative has been launched in Japan.

Professional sportspeople tend to have complex financial circumstances that fall outside the service expertise of regular banks. Although successful professionals may earn substantial incomes over the course of their careers, their income in any given year may fluctuate, and injury, sponsorship arrangements, contracts and other factors can bring about rapid changes in their situation. Sportspeople may also face tax or exchange issues if they earn income in different countries.

In realization of these needs, Standard Chartered Bank, in collaboration with Scandinavia Inc., will be developing full *life planning* financial products and services specifically for athletes, covering their competitive career, professional retirement and beyond. Scandinavia Inc., a specialist sports management company, will use its extensive network and experience to handle needs identification among the athlete population, while Standard Chartered Bank will develop appropriate financial products and services based on its worldwide expertise in wealth management.

Mark Devadason, CEO of Standard Chartered Bank Tokyo Branch, says, *"To our knowledge we are the first amongst our competitors and within Standard Chartered Bank globally to engage in specialized services for elite athletes. Our concept is to zero in on defined customer segments and provide tailored opportunities, and we are pleased to be developing home-grown products in collaboration with a respected and complementary Japanese partner."*

Joji Aonuma, Head of Consumer Banking for Standard Chartered Bank in Japan, says, *"This is another growing customer segment with specific needs that are not being met through regular banking services in Japan. Professional athletes often are perceived to have glamorous lifestyles, and it's easy to forget that these talented people sometimes need individual financial planning advice given their particular occupations. We think there is a great opportunity to provide priority banking services that a new group of customers will genuinely appreciate."*

Standard Chartered Bank intends to boost its market appeal and integrate this initiative into its broader priority banking services, through measures such as providing unique product offerings for professional athletes and customized opportunities to develop their business and social networks.

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About Standard Chartered Bank Worldwide

Standard Chartered Bank employs 38,000 people in 950 locations in more than 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. Standard Chartered is one of the world's most international banks, with employees representing 80 nationalities.

Standard Chartered serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small- to medium-sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is in the top 25 FTSE-100 companies, by market capitalisation.

www.standardchartered.com

About Standard Chartered Bank in Japan and Asia

Standard Chartered Bank opened its first agency office in Yokohama, and will be celebrating 125 years in Japan on November 1, 2005. The bank employs 160 people and is located in Sanno Park Tower, Tokyo. 94% of employees are Japanese nationals. Standard Chartered continues to grow in Japan, supporting Japanese companies and banks as they invest in Asia, Africa and the Middle East through the provision of wholesale banking, custodial, treasury and trade services. A new Priority Banking retail branch will be launched in Tokyo in July.

Standard Chartered is a leading bank in Asia, Africa and the Middle East, combining ongoing organic growth with an acquisition strategy that in the past 12 months has included: Permatta Bank in Indonesia, Korea First Bank in Korea, ANZ Project Finance Business across Asia and the Middle East, and Prime Credit in Hong Kong. Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is in the top 25 FTSE-100 companies, by market capitalization.

Standard Chartered is committed to making a difference to the communities in which it operates, and is running an active CSR programme supporting local organizations working in the area of vision and HIV/AIDS awareness. It was recently awarded the 2005 UK IR Magazine Award for Best CSR Practice.

www.standardchartered.com/jp/index.html (English)

www.standardchartered.com/jp/japanese/index.html (Japanese)

About Priority Banking

Priority banking combines the personalized advice and support of private banking with the convenience and cost-efficiency of consumer banking, and is available to Standard Chartered Bank's customers in more than 26 countries throughout Asia, the Middle East and Africa. In Japan, priority banking is designed for customers with deposits of upwards of 20 million yen, and is offered with a 5-star hotel concierge service in which a personal manager provides customers with in-depth support to individually structure their assets.

The main financial products offered in priority banking service are foreign currency accounts and mutual funds. Standard Chartered Bank's foreign currency savings products represent a comprehensive revision of the type of service previously available in Japan, with the highest foreign currency savings interest rate available in Japan and zero currency exchange fees. In other markets served by Standard Chartered Bank, such as Hong Kong and Singapore, this kind of foreign currency savings product is an accepted and successful asset management tool for wealthy customers.

www.standardchartered.co.jp/cb/pb (Japanese)

About Scandinavia Inc.

Scandinavia was the first company in Japan to provide outsourced management services to a baseball team in Japan, when it assisted with the establishment of the Tohoku Rakuten Golden Eagles. The company is also actively involved in the production of sports-related media contents, the development of endorsed and licensed products, and various charitable events. Scandinavia currently has management contracts with professional sportspeople including tennis player Nana Miyagi, pro-golfer Michiko Hattori, pro-baseball player Kenta Kurihara, and former professional triathlete and Sydney Olympic coach Kenjiro Ijima.

www.scandinavia-jp.com (Japanese)