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Press Release

FOR IMMEDIATE RELEASE

Standard Chartered is the Best Retail Bank in Bangladesh for 2011

- *Standard Chartered Bank Bangladesh wins the Best Retail Bank in Bangladesh Award*
- *The bank has continued to grow through product diversification and strong customer relationship management*
- *Its market leadership in mortgage and credit card businesses is key to its 25% income growth in Bangladesh's highly fragmented retail banking landscape*

Singapore, March 23rd 2012—Standard Chartered Bank Bangladesh has been named as the winning bank of the Best Retail Bank in Bangladesh Award for the year 2011 during the 11th International Excellence in Retail Financial Services Awards Programme. The bank received the award at The International Excellence in Retail Financial Services 2012 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 Marina Bay Sands in Singapore on March 23rd 2012.

As one of the oldest and best established banks in Bangladesh, Standard Chartered remains highly relevant in a financial market that has only started to mature in the past decade. This is achieved through thorough product diversification, consistent effort in building strong customer relationships, and superior strategies in network integration.

For the year in review, Standard Chartered has exerted its leadership on multiple fronts, most notable in the mortgage and credit card markets. The combination of robust infrastructures, comprehensive offerings and focus on relationship development is key to Standard Chartered's 25% income growth in 2011, during which the bank has stood out from the handful of equally established commercial banks in the home market.

About 150 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 and Shanghai 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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