



press release

FOR IMMEDIATE RELEASE

Standard Chartered suits up with sharper, sleeker suits for frontline staff

11 June 2008 – Standard Chartered today unveiled its new uniform created by veteran corporate workwear designer, Fong Loo Fern from CYC The Custom Shop. Ms Fong's design will be worn by some 150 tellers as well as Branch Service Managers.

The new uniform presents a sharper silhouette with a slimmer cut, resulting in a fresher and youthful look. Female frontline staff will wear a three-piece suit consisting of a navy blue blazer suit with a silk scarf stylishly draped across the neck. Uniforms for men consist of a modern slim-cut white long-sleeved shirt with a blue and green striped tie.

Produced at a cost of close to S\$100,000, the uniforms reflect the professionalism, as well as the warmth and sophistication that customers can expect from every interaction and experience with Standard Chartered.

Ngo Min Ying, General Manager, Customer Experience, Standard Chartered Bank, Singapore said,

“Our staff are the face of the Bank and are also the ambassadors of our brand. The new uniforms will not only add warmth and sophistication, but the

overall sense of pride renewed, will naturally be translated into the services they provide our customers.”

CYC is an established custom shirt maker in Singapore with a strong track record in the corporate workwear market. Standard Chartered has consulted CYC in designing their uniforms since 2006.

Fong Loo Fern, Managing Director, CYC The Custom Shop said,

“We are delighted to work with Standard Chartered on refreshing their uniform design. The new look is a breath of fresh air for the Bank’s customers, at the same time, I also wanted the Bank’s personable and distinctive culture to come alive through the employees’ dressing.”

– End –

For media enquiries, please contact:

Rena Teng
Corporate Affairs, Singapore
Standard Chartered Bank
Office: +65 6331 4182
HP: +65 9848 8573
Email: Rena.Teng@standardchartered.com

Note to Editors:

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 branches (including subsidiaries, associates and joint ventures) in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

Standard Chartered has a history of nearly 150 years in Singapore, opening its first branch here in 1859. In October 1999, it was among the first international banks to receive a Qualifying Full Bank (QFB) license, an endorsement of the Group's long-standing commitment to its businesses in the country.

It 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.

The Bank employs about 4,700 people in Singapore and has a network of 18 branches and 30 ATMs. Standard Chartered is the only international bank to offer NETS service, giving customers access to EFTPOS at over 17,000 outlets islandwide.

Standard Chartered's global Consumer Banking and Wholesale Banking businesses are managed out of Singapore, as is its global Technology & Operations function and the Standard Chartered Private Bank.

About CYC The Custom Shop Pte Ltd

With a history dating back 73 years, CYC The Custom Shop Pte Ltd is the most established custom shirt maker in Singapore. The company's name represents the initials of founder Chiang Yick Ching, a humble tailor from Ningpo, China, who came to Singapore to seek his fortunes. Through the years, CYC has built a solid reputation as Singapore's finest shirt maker known for the perfect fit of its shirts, quality workmanship and outstanding service.

In 1993, CYC seized the opportunity to move into the corporate uniform business after repeated requests from clients and today some of the best names in town are proud to have their employees dressed in CYC tailored corporate uniforms. These include clients like the Raffles Hotel, DFS, Singapost, The Fullerton Hotel and Standard Chartered Bank, to name a few.

CYC The Custom Shop is located at # 02-12 Raffles Hotel Arcade and #01-21 Republic Plaza II, Raffles Place.