

press release

2 July 2011, Harare-Standard Chartered promotes card usage

Background

In 2009 Standard Chartered introduced debit card products (Visa Electron & Visa Gold Card) to the market that work both locally and internationally for customer convenience. In a bid to promote usage of the card, the bank carried out Road Shows in selected shopping centres in Harare and Bulawayo from 11 June to 2 July 2011.

Purpose

- To drive the use of plastic money which is safer than carrying cash
- To educate customers that cards can be used for shopping other than just accessing cash on the ATM
- To reduce dependence on cash for transactions
- By being at the Point of Sale, where transactions actually take place, the bank is able to gather the voice of customers on the cards, and other issues
- Using the road shows as an education drive, to advise customers on how to keep their cards safe

Customers who bought groceries worth \$10 or more using their Standard Chartered Visa cards were eligible for a lucky dip from which they could win instant prizes which included t shirts, caps, key rings, cooler bags, pens and umbrellas.

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Today, we are holding the grand draw **for the participants who have transacted during the promotion** from which customers can win big prizes of cell phones, microwaves and laptops.

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Note to editors:

About Standard Chartered – leading the way in Asia, Africa and the Middle East

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Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit www.standardchartered.com