

PRESS RELEASE

THE 2011 FUTUREPRIORITY REPORT: JUST WHAT ARE ASIA'S WEALTH PRIORITIES?

24 January, 2011: When it comes to Asia's wealthy, which nationalities are most likely to want to drive a flashy car, seek personal fame, or be publicly identified with charity? Which wealth groups are the most aggressive when it comes to building their fortune, and which shows the most wealth growing confidence?

Standard Chartered Bank and the Scorpio Partnership today released the inaugural FuturePriority Report: *Just what are Asia's Wealth priorities?* - a study which used the largest ever sample of Asia's millionaires to gather insights into what matters most to wealthy customers when it comes to their financial lives. The report came up with some interesting findings, including:

Some brief findings:

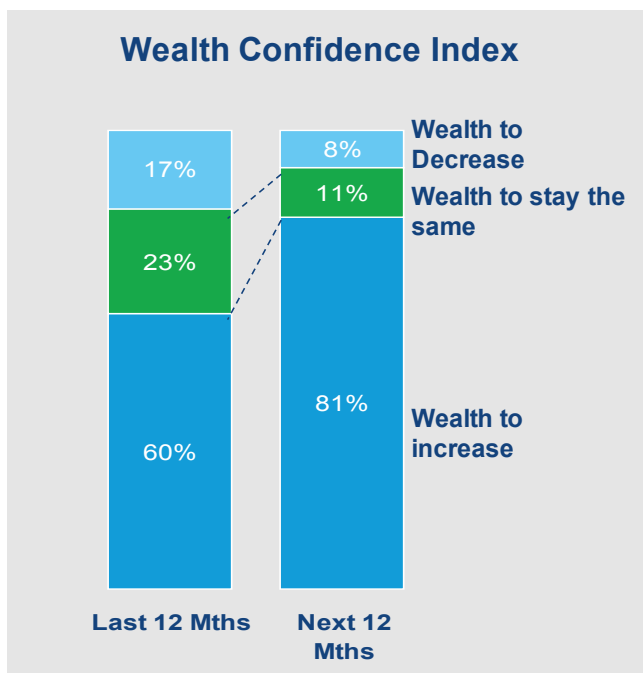
- In general, the wealthy across Asia demonstrated high levels of wealth confidence. Of those who took part in the study, 60% said they had made money in the last 12 months and 81% believed they would make money in the next 12 months too - 10 percentage points higher than the global average.
- One size does not fit all. Across Asia, the wealthy in different countries have different priorities, creating a vibrant tapestry of different wants and needs.
- The wealthy from Indonesia, India, Malaysia and China (in that order) had the greatest confidence of growing their wealth in 2011. The wealthy from India, Indonesia and China had the shortest horizons (less than 8 years) for achieving their wealth goals, while those from Hong Kong and Taiwan had the longest (more than 10 years).
- The wealthy in Hong Kong and Singapore both showed lower wealth confidence than the region as a whole. In Hong Kong, only 67% felt their wealth would increase in the next 12 months. Singapore was also below average at 76%.
- Hong Kong also has a strong focus on money goals, with 82% of respondents reporting they have a specific financial goal in mind. Meanwhile, Singaporeans were the most worried about job security across Asia. However, both nations differ strongly in their attitudes to status. Those from Hong Kong are much more likely to buy a flashy car and to be publicly identified with charity than those from Singapore.
- The wealthy from India are more likely than those from other Asian nations to want to be seen as leaders and innovators. They are also, interestingly, alone for regarding personal fame as an important career goal.

**See page 5 for more findings*

Commenting on the findings **Foo Mee Har, Global Head Premium Banking, Standard Chartered Bank** said; “The FuturePriority report clearly shows there is no ‘one size fits all’ when it comes to understanding the priorities and needs of the wealthy across Asia. Each individual has a different emotional connection to their wealth and their ability to create it. This report and our own research show that banks need to ensure their offerings are customized to meet a wide range of lifestyle as well as financial needs if they are truly to connect with customers and meet their expectations. At Standard Chartered we are leveraging this insight to ensure we are the best prepared to meet the needs and expectations of this significant community of clients and stay at the forefront of customer service.”

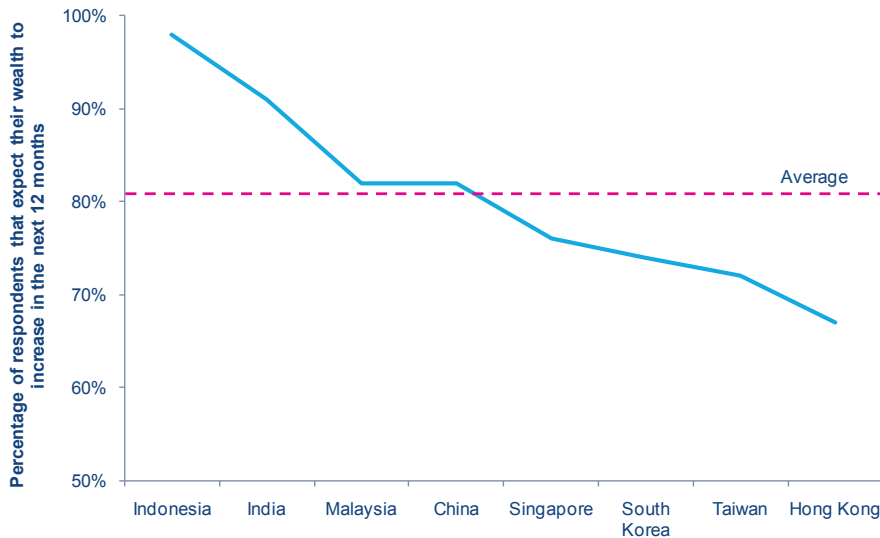
Sebastian Dovey, Managing Partner of Scorpio Partnership added; “FuturePriority findings will radically reconfigure our understanding of the landscape and needs of Asia’s wealthy. This target customer is ambitious and confident of their abilities. These individuals are Asia’s lieutenants of industry who aim to become the captains of industry within a short space of time. With the FuturePriority project we are building a deep understanding around the zeitgeist of wealthy customers in the region and in each individual country. As well as identifying distinct behavioural patterns that are common to financial customers around the world.”

The 2011 FuturePriority study shows wealth confidence is riding high across Asia



Of those who took part in the study 60% said they had made money in the previous 12 months and 81% said they believed they would make money in the following 12 months too. This is 10% higher than the global average.

However, wealth confidence varied by country: the wealthy in Indonesia, India, Malaysia and China showed higher levels of confidence about growing their wealth in 2011 vs. the region.



Findings by Customer Profiles

The FuturePriority report research focused on Hong Kong, China, India, Indonesia, Malaysia, Singapore, South Korea, Taiwan, Thailand and The United Arab Emirates, and established four customer groups based on behavioural patterns.

These customer groups were then be profiled on any question enabling a three-dimensional view of behaviour, attitudes, buying patterns and decision-making. The four customer profiles were Benefit Valuers, Wealth Builders, Status Enhancers and Convenience Seekers.

These profiles are drawn from the most extreme financial behaviour among the participants in the study. However, the vast majority (89%) of those surveyed trended strongly towards one, or at most two, of the profiles.

Benefit valuers

- Sensible investors who are likely to be self-directed, but when they seek advice they heed it.
- Keep an eye on product charges and look out for benefits or rewards that bring extra value.
- Expect their financial providers to provide good access for them to transact.
- Focused on financial success to secure the future of their families, but worry that they may not meet their personal targets.

Wealth builders

- Capable investors who understand the markets and value investment advice.
- Not looking for quick fixes or simple options, they want solutions that match their investment strategy.
- Value being able to discuss investment options with experts.
- Most likely to have made successful investment choices in recent months and confident that they can do it again.

Status enhancers

- Go-getters who are not generally experts in financial matters.
- Want advisors who can help them get things done quickly so they can focus on what they do best.
- Comfortable with complex solutions and highly focused on tax efficiency.
- Want to make their mark as leaders or influencers and like to feel that their business is valued.

Convenience seekers

- Like financial decisions to be as simple as possible so they can focus on their real interests.
- May seek advice, but can be quickly turned off from complex financial decisions.
- Highly value customer service, simplicity and transparency.
- However, they do not regard customer perks as a substitute for real service.

COUNTRY SUMMARIES

South Korea: South Korea, for example, has the highest number of Status Enhancers among its wealth population and it shows. As a nation, the South Koreans had the highest average income, but far fewer individuals have a clear financial target for the future. Only 15% of the FuturePriority respondents in South Korea had a specific money goal, compared with an average of 65% across the group as a whole. But, those South Koreans with a money goal, have set it far higher than any other nation in the study at a sizeable USD5 million. And, when asked what kind of car they would buy, the South Koreans were positively passionate about the wow factor, with 81% saying they would buy a status car.

India: In India, for example, Status Enhancers are the dominant profile. Consistent with this, Indians are more likely than other Asian nations to want to be seen as leaders and innovators. They are also, interestingly, alone across the continent for regarding personal fame as an important career goal. Also consistently, they worry about their career progress as well as their family commitments.

Indonesia: In Indonesia, for example, there are significantly more Wealth Builders than in other Asian markets. This profile tends towards being confident, but at the same time conscientious. It is therefore not surprising to find that Indonesians were more likely to prefer the silent luxury of a well-built car than something more flashy. They are also the most discreet about their charitable activities. But, when it comes to growing their wealth, they exude confidence. Almost every Indonesian respondent (98%) expected their wealth to increase this year, far higher than the average of 81% across all markets.

China: China has among the fewest Status Enhancers among its population. Wealth Building and Benefit Valuing characteristics are therefore far more in evidence. They are discreet about their wealth and unwilling to put it at risk. They also value advice, particularly for investments, and are confident about their ability to make money in the coming 12 months.

Taiwan: No particular profile dominates in Taiwan; although there are slight tendencies towards Wealth Building and particularly Benefit Valuing. They take a long term investment view, typically more than 10 years, and they tend to take their own investment decisions.

Thailand: Thailand has notably more Convenience Seekers than any other Asian nation. It also has a sizeable number of Benefit Valuers. Consistent with this, the Thai participants in the study displayed high levels of anxiety about family commitments, health, job stability, lack of skills, career progress and overspending. They also strongly value any rewards or benefits associated with savings and investment products, an intrinsic trait of the Convenience Seeking profile.

Malaysia: No particular profile strongly dominates in Malaysia; although there is a slight tendency towards Wealth Building. Indeed, among the nations profiled, Malaysians were among the most confident of their wealth building capabilities over the next 12 months, even though they were among those least likely to have made money in the last 12 months. They also showed notable Wealth Building characteristics in their strong desire to save and the value they place in investment advice.

United Arab Emirates: The United Arab Emirates stands out for having fewest Status Enhancers and Convenience Seekers. Thus, with strong Wealthy Building and Benefit Valuing traits, they highly value multiple touch points with their bank, particularly a named relationship manager for advice. As a nation, they were least likely to have made money in the last 12 months, but remained reasonably confident for the year ahead. Indeed, they had one of the highest long term money goals at USD4.1 million.

To download the full report please visit www.scorpiopartnership.com

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Scorpio Partnership

Scorpio Partnership is the leading global strategy consultancy to the wealth management industry, based in London. Having provided market insight and business strategy implementation to the wealth management sector for over 12 years and with numerous proven results to our name, Scorpio Partnership has developed the formula for success in the world's most lucrative yet hard-to-navigate market – the private client investor community. The firm has been shortlisted for 2010 Agency of the Year by the Financial Services Forum and has won best strategic consultancy in wealth for three years in succession (2007-2009) from WealthBriefing.

FuturePriority is a sister research initiative to Futurewealth launched by Scorpio Partnership in 2009.

The Futurewealth Project is a global HNW insight project which has now evaluated the opinions of over 3,200 HNWs in more than 20 different wealth markets. The pioneering work seeks to analyse and interpret the ambitions of the world's wealthiest. Standard Chartered Private Bank is a foundation sponsor of this assignment. For more information, please visit www.futurewealthlab.com

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NOTES TO EDITORS

About Scorpio Partnership

Scorpio Partnership is the leading insight and business consultancy to the global wealth industry.

The firm specialises in understanding the wealthy and the financial institutions they interact with. We have developed four transformational disciplines – **SEEK**, **THINK**, **SHAPE** and **CREATE** – each designed to enable business leaders to strategically assess, plan and drive growth. The solutions Scorpio Partnership develops regularly win awards for its institutional clients and help them financially profit.

Our disciplined teams leverage expertise in:

SEEK

- Client research
- Advisor research
- Market mapping
- Company/Intermediary research
- Brand identity audits

THINK

- Product/Service development
- Business case development
- Concept solutions
- M&A diligence
- Brand identity development

SHAPE

- Market entry solutions
- Media and Event solutions
- Training and Education solutions
- Sales & Marketing campaigns
- Brand identity solutions

CREATE

- Campaign management
- Change management
- Strategic marketing
- M&A implementation
- Specialist consulting

Scorpio Partnership has been voted best global consultancy to the wealth management industry for the three consecutive years*. The firm is independent and owned by management.

For more information go to www.scorpiopartnership.com

*Wealth Briefing