

# press release

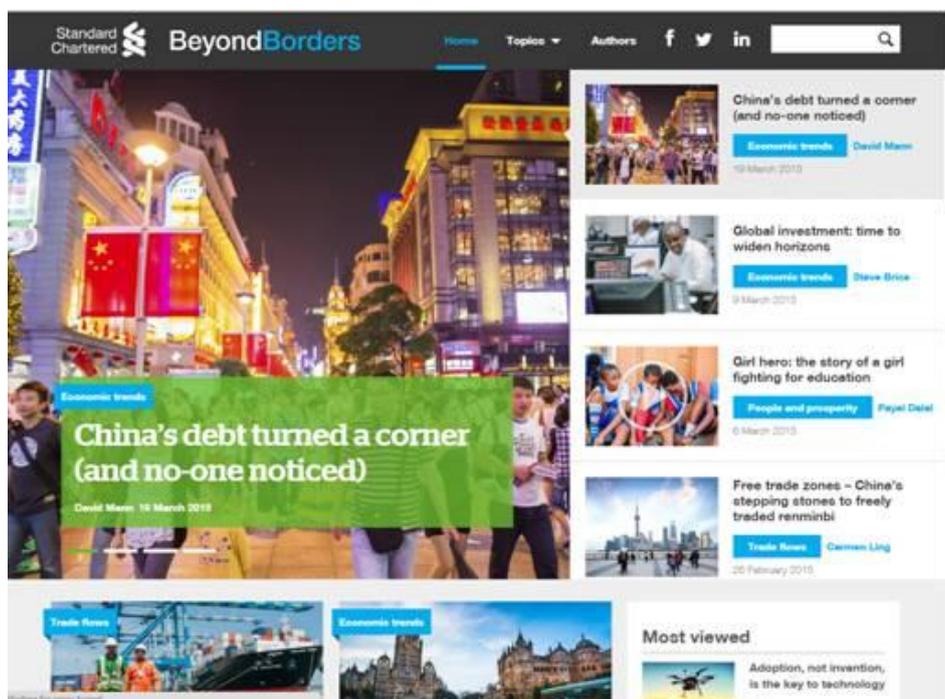
## Standard Chartered launches new content hub – [BeyondBorders](#)

*New blog embraces industry trend towards publishing own content*

**London, 29 March 2015** – Standard Chartered, the leading international banking group, has launched an eye-catching publishing platform called [BeyondBorders](#).

While Standard Chartered is not the first corporate to become its own publisher, [BeyondBorders](#) aims to put the Group at the front of the financial services publishing pack.

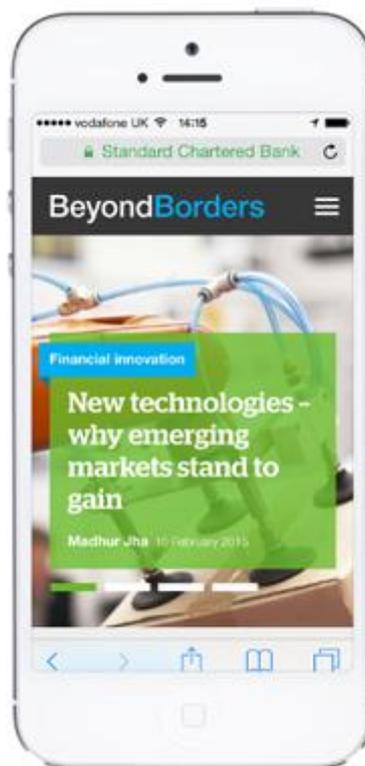
The new blog – focusing on key economic trends shaping emerging markets in Asia, Africa and the Middle East – has a different look to what some people might expect from a bank, taking inspiration from media outlets rather than traditional corporate websites.



*The BeyondBorders homepage*

Edited by former journalist Heidi Amsinck and comprising written blogs, videos, infographics and reports, [BeyondBorders](#) features up-to-date insights from experts and does not overtly sell Standard Chartered's products and services. This is part of a growing industry trend for organisations to create and publish own content, using their latent knowledge and expertise to shape reputation.

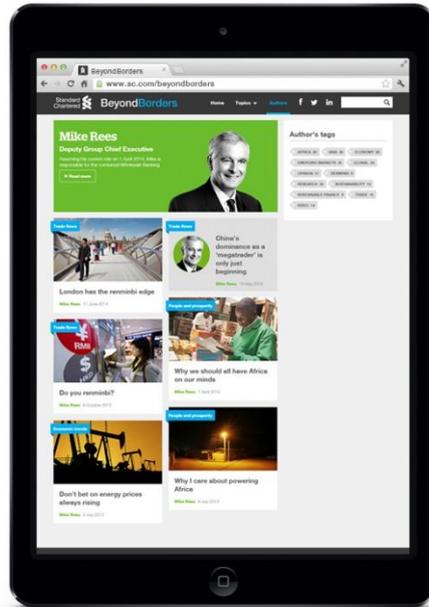
Heidi Amsinck, Head of Content and Publishing at Standard Chartered, said: "We're not the first corporate to launch a blog or publishing platform, but we believe we've created a look and feel that grabs people's attention. BeyondBorders is all about generating content which our audience is interested in, and to engage people in conversation."



*BeyondBorders on a smartphone*

[BeyondBorders](#) is fully responsive for smartphones and tablets and can be found at [www.sc.com/BeyondBorders](http://www.sc.com/BeyondBorders). It is aimed at Standard Chartered's multiple stakeholders: clients, policymakers, staff, investors and the media, among others.

With a multi-channel – or channel-agnostic – approach to content created by the Group, the written blogs, videos, infographics and reports published on BeyondBorders will also be seen across social media, traditional news media and marketing channels.



*BeyondBorders on a tablet*

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**Notes to editors**

**About BeyondBorders**

A blog featuring our experts' insights on some of the world's most dynamic markets, BeyondBorders will keep you informed of the latest key developments in Asia, Africa and the Middle East – from economic trends and trade flows to financial innovation and wealth.

Please see [www.sc.com/BeyondBorders](http://www.sc.com/BeyondBorders)

**About Standard Chartered**

We are a leading international banking group, with more than 90,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the

Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

For more information please visit [www.sc.com](http://www.sc.com). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).