

Press Release

Standard Chartered Names Ivorian Legend Didier Drogba as Digital Bank Ambassador.

Dubai – 7 March 2018 - Standard Chartered Bank today announced that sporting legend and Ivorian icon, Didier Drogba, will be endorsing the Bank's first digital bank in Africa as its 'Digital Bank Ambassador'.

Set to launch in Abidjan, Côte d'Ivoire on 14 March 2018, Standard Chartered's first and fully digital retail bank in West Africa marks an important milestone in the Bank's path towards innovation and has been designed with continuous feedback from its clients.

As part of this role, Drogba will be promoting the digital bank in Côte d'Ivoire, set to disrupt the traditional banking sector in the nation. He will lend his voice and image rights through a series of Marketing and Community engagement activities over the next 12 months as part of the campaign. Drogba also becomes the first person in Côte D'Ivoire to open a fully digital account at Standard Chartered Bank.

Commenting on the new collaboration, Sunil Kaushal, Regional CEO, Africa and Middle East, said: "We are thrilled to be working with Didier Drogba to launch our first digital bank. Drogba is an inspiration, not only due to his athletic excellence, but also for his generosity and commitment to giving back to his fellow Ivorians. Drogba's priorities and ideals are very much in line with the Bank, making him an ideal partner for this momentous new offering. The launch of our digital bank in Côte d'Ivoire is an important chapter in our developing turnaround story for the region. Going digital also means progression, not just for our business, but also for our clients, and we look forward to revealing details of our first-ever digital bank very soon".

Olga Arara Kimani, Regional Head of Corporate Affairs and Brand and Marketing, Africa and Middle East, said: "Didier Drogba was the natural choice for us to launch this exciting, truly digital bank. He is a hero and a role model in Côte d'Ivoire and has always demonstrated his strong emotional ties to his home country. This partnership opens up a great opportunity to contribute to the social and economic wellbeing of the country where we have been operating since 2001. The campaign which Drogba will spearhead aims at not only raising awareness for our innovative digital offering but also at further enhancing financial literacy across the country, and this is an exceptionally important undertaking for the future of Côte d'Ivoire."

Isaac Foly, Chief Executive Officer, Côte d'Ivoire, said: "Not only am I thrilled to be working with Didier Drogba on behalf of Standard Chartered Bank, I am thrilled to be working with him as a fellow Ivorian. Drogba represents the true values and ideals of our great country and has truly been a role model for the young population of Côte d'Ivoire. We look forward to working with Drogba to help increase access to financial services across the country. Throughout his career, he has never forgotten where he came from and always made his fellow Ivorians proud. This, indeed, makes him the perfect partner for this launch."

Speaking on his new endorsement, Didier Drogba said: "I am excited to be working with Standard Chartered Bank and honoured to be chosen to support their efforts to enhance accessibility to banking services for the people of my country. This is an initiative which I am truly proud to be a part of, as the cause is close to my heart. I am also looking forward to spending more quality time in Côte d'Ivoire and getting involved in a cause that is of high importance to the local community. I am truly grateful for this opportunity and can't wait to engage with my fans on social media to spread the word."

Through the launch of the digital bank, Standard Chartered Bank and Didier Drogba hope to bridge the gap between the traditional banking model and the new, digital savvy generation in Côte d'Ivoire, aiming to make banking services simple, more accessible and convenient.

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Standard Chartered

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We are present in 62 countries and territories, with over 1,000 branches and around 3,000 ATMs.

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

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Standard Chartered AME has a deep-rooted heritage of over 150 years and is present in 25 markets in the AME region, with UAE, Nigeria, Pakistan and Kenya being the largest by income. Standard Chartered has the broadest presence across Sub-Saharan Africa by number of markets with the United Arab Emirates as the Bank's regional hub and regional head office.

The Bank's operations in AME represent approximately 15% of the Group's total number of employees and one-third of the number of markets with over 77 nationalities. AME continues to be a key region for Standard Chartered Bank, with many of the AME economies being the fastest growing for the Group.

Standard Chartered seamlessly supports domestic and network clients through its rich history, deep client relationships and a unique footprint in the region and across key origination centres in Asia, Europe and Americas.