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at 10am BST**

Press Release

Standard Chartered celebrate Liverpool FC's 125th anniversary through the power of numbers

03 September 2017 - To commemorate Liverpool Football Club's 125th anniversary, Principal Club Sponsor Standard Chartered launched a season-long digital campaign which celebrates the power of numbers.

The Bank will take Liverpool FC fans on a journey to understand the meaning of significant numbers in LFC's history. This will be told through a series of films as well as a unique 360° audio match-day experience. It will also feature interviews with Reds Manager Jürgen Klopp as well as LFC Legends, current First Team players and fans from around the globe.

Beginning with Number 8, 'The Captains', this video will look at the significance of captaincy and how leadership makes a lasting impact, with a specific focus on Steven Gerrard and the impact he had as LFC Captain.

Karen Fawcett, CEO, Retail Banking and Group Head of Brand & Marketing at Standard Chartered, said, *"Liverpool FC have had some phenomenal players and moments during their 125 year history that have contributed to them becoming one of the most successful English football clubs of all time. This special anniversary is a great opportunity for us to celebrate that success with them."*

"With the launch of our #8 video, we want to highlight the power of leadership, showcasing how one person can make a positive impact on the people around them, and then go on to achieve success together as a team."

Billy Hogan, Chief Commercial Officer and Managing Director at Liverpool Football Club, added, *"This is a fantastic campaign that uses some really great content. Standard Chartered have really created something our fans will love and won't have seen before, and we thank the bank for helping us celebrate our 125th birthday in such an exciting and innovative way."*

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Useful links:

- #8 The Captains video: [youtube.com/watch?v=URpbQJ4W8bA](https://www.youtube.com/watch?v=URpbQJ4W8bA)
- 125 Numbers Campaign trailer: [youtube.com/watch?v=PjwGyu0AtMY](https://www.youtube.com/watch?v=PjwGyu0AtMY)
- 125 Numbers Campaign website: [sc.com/lfc125](https://www.sc.com/lfc125)

Standard Chartered

We are a leading international banking group, with more than 80,000 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. 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.

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Liverpool Football Club

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.

As a socially responsible Club, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business In The Community.

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.