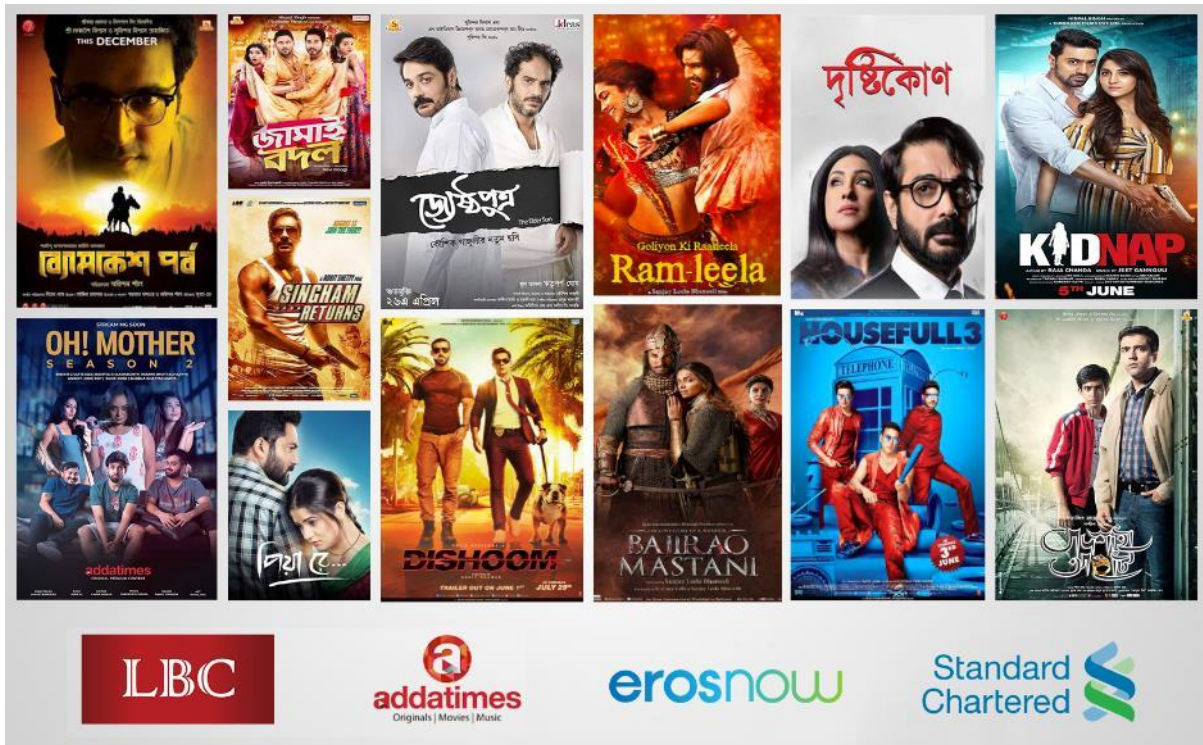


press release

Standard Chartered cardholders to enjoy special deals on LBC Media Entertainment Company's video streaming service



26 July 2020, Dhaka – Standard Chartered Bank and LBC Media Entertainment Company (LBC), a concern of Agrani Holdings Group, have recently announced a partnership through which the Bank's cardholders will enjoy preferential access to LBC's video streaming service.

Under the arrangement, Standard Chartered Bank credit cardholders will enjoy 14-month viewership by availing a 12-month subscription package. In addition, Standard Chartered credit cardholders will enjoy double reward points while paying subscription fee under this promotion.

As a content distribution partner, Agrani Holdings Group hopes to expand its reach and business by entrusting the online streaming platform to telecom, internet providers, OEMs including set-top boxes and TV sets, and promote the brand in the country through marketing tie-ups. LBC has recently launched Addatimes and Eros, popular entertainment over-the-top (OTT) platforms and web channels featuring original web series and short films, in Bangladesh.

Tawfique Imam, Head of Credit Card, Personal Loan (CCPL) & Corporate Partnerships, Standard Chartered Bank said, "The media consumption patterns, which were already evolving, are now changing faster than ever. Through our partnership with LBC, we are

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continuing to build an ecosystem of products and services that caters to the digital lifestyle of our customers with curated experiences.”

Omar Faruque, Head of Operation and Sales of LBC said, “Our group has over the years, earned the reputation of rapidly developing strategic business environments with a strong understanding of local culture. Partnership with Standard Chartered Bank will enhance the opportunity of reaching out to a bigger audience in delivering Video-On-Demand service across the country. Execution of the OTT platform will be carried out by LBC Media Entertainment Company in Bangladesh.”

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Standard Chartered

We are a leading international banking group, with a presence in 59 of the world's most dynamic markets, and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and 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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LBC Media Entertainment Company

LBC Media Entertainment Company is a sister concern of Agrani Holdings, working with multiple OTT platforms in Bangladesh. Their vision is to promote Bengali content around the world and bringing international content for Bangladeshi customers through user friendly and convenient medium. Agrani holdings Group was incepted with its sister concern Agrani Trading Co. Limited in 1974, the largest Retail Distribution house in the country representing Brands of several Multinational and National companies, covering a retail network of over 300,000 outlets and 40 million consumers.