



Standard Chartered presents  
**LFC World**

## LFC World heads to Malaysia

**12 March 2019**

Kuala Lumpur has been confirmed as the next stop for LFC World presented by Standard Chartered.

The free two-day fan experience will see the creation of an LFC World Hub at One Utama Centre Court in Kuala Lumpur from 20 – 21 April 2019 and will be open daily.

LFC fans in Malaysia will be able to enjoy a whole host of activities for all ages and even meet with some of their LFC heroes, Jason McAteer, Sami Hyypia and Steve McManaman.

Now in its third season, LFC World presented by Standard Chartered has already visited nine locations across the globe, bringing a truly authentic LFC experience to thousands of Reds.

Sami Hyypia, LFC Legend, said: "For Reds in Malaysia, LFC World Kuala Lumpur is the place to be. We know not all our fans can make it to Anfield, so this is our way of bringing Anfield closer to them. We can't wait to meet everyone, it's going to be a fantastic weekend."

Within the Hub, Reds in Kuala Lumpur will be able to have their very own taste of Anfield with recreations of iconic locations such as the Shankly Gates, This Is Anfield sign and LFC World's very own version of that special Anfield dressing room where fans can sit under the shirts of their favourite LFC players – Mohamed Salah, Sadio Mane, Virgil Van Dijk and Roberto Firmino – to recreate their own iconic dressing room image.

There will be lots of fun activities for fans to take part in throughout the event and special prizes and giveaways provided by presenting partner, Standard Chartered and other event partners, including Western Union, Joie Baby, Malaysia Airlines, Carlsberg and Nord VPN.

Not only can dedicated Reds supporters take part in all these free LFC activities, but they can also share the Anfield atmosphere at a free-to-attend viewing party on Sunday 21 April at the LFC World Hub. There will be live on-stage activity with LFC Legends prior to the match against Cardiff City, which will kick off at 11pm. More information will be announced closer to the event via the official LFC World website and Facebook page.

Standard Chartered Malaysia Managing Director and Chief Executive Officer, Mr. Abrar A. Anwar said, "Liverpool FC is one of the world's best-known football clubs with a huge fan base across our core markets, including Malaysia, and we are proud to be associated with them. We are extremely excited to extend exclusive benefits, including access to Liverpool FC Legends, merchandise and even tickets to Anfield to our community, to clients, staff and LFC fans alike. Additionally, those who sign up for a Standard Chartered Liverpool FC credit card by 30 April 2019 will be rewarded with double cashback for the month of May."

Fans will also be able to get involved in various competitions and giveaways in the run-up to the event, including a chance to meet the Legends, and the ultimate prize of a trip to Anfield courtesy of Standard Chartered. Plus, more information will be available on how to claim a free ticket to the viewing party.

More information on LFC World presented by Standard Chartered can be found here  
<https://www.liverpoolfc.com/lfcworld/Kualalumpur>

**ENDS**

**For more information contact:**

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**Notes to Editors:****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, which aims to create life changing opportunities for children and young people in Merseyside and beyond, and the Red Neighbours programme, which creates events and experiences specifically aimed at improving the lives of those living in and around the Anfield area (L4, L5 and L6).
- Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.

**Standard Chartered Bank Malaysia**

Standard Chartered Bank, a member of the Standard Chartered Group was established in Malaysia in 1875 and incorporated as Standard Chartered Bank Malaysia Berhad in 1984. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises and individuals through its network of branches across Malaysia.

In 2001, Standard Chartered PLC established its third global technology & operations centre, Standard Chartered Global Business Services (formerly Scope International) in Malaysia – the first international bank to do so in the country. It provides software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM) and has a total workforce of more than 4,500 people.

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered PLC is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad (Saadiq), Standard Chartered Bank Malaysia's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Syariah-compliant products and services to individuals and corporates through its dedicated branches.

Standard Chartered employs over 7,000 employees in all its Malaysian operations.

For more information on SC Malaysia and the Liverpool FC Cashback credit card, please visit SC Malaysia official website (<https://www.sc.com/my>).

**Standard Chartered**

We are a leading international banking group, with a presence in more than 60 of the world's most dynamic markets. 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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