

# press release

**EMBARGOED FOR RELEASE ON 7 APRIL 2010**

## **Standard Chartered partners with its brokers to help tackle avoidable blindness**

*Bank will match every dollar raised towards goal of US\$20m by 2012*

**7 April 2010, Singapore** – In conjunction with World Health Day, brokers for Standard Chartered's Financial Markets business will donate a day's fees to *Seeing is Believing*, the Bank's global initiative aimed at tackling avoidable blindness. The Bank expects to raise in excess of US\$200,000 from broker donations and, for each dollar raised, Standard Chartered will make a matching contribution to *Seeing is Believing*.

Brokers' Day fundraising began on World Health Day 2009, with a goal of raising between US\$75,000 and US\$100,000 for *Seeing is Believing*. On 7 April 2009, Standard Chartered's Financial Markets business partnered with 50 brokers globally, and raised over US\$400,000.

If the Bank's target is met, the funds raised could support cataract operations for over 13,000 people, enabling them to see again, or the creation of 30 permanent primary eye health facilities serving underprivileged communities.

Over 50 brokers that operate within Standard Chartered Bank's global footprint, from the market opening in Tokyo through to New York's close, have committed to take part in the one-day event making this a truly world-wide initiative.

Lenny Feder, Group Head of Financial Markets at Standard Chartered said, "We are very happy that the broker community has partnered with us, once again, to raise

money for *Seeing is Believing*. This initiative affirms our commitment to being here for progress in the communities in which we operate. We hope to grow this initiative even further in the years ahead.”

There are over 45 million blind people in the world and yet 80% of cases are preventable or treatable. To date over 7.2 million people have benefited from *Seeing is Believing*. The funds from our Brokers’ Day event will contribute to our commitment to raise US\$20 million by 2012 to invest in comprehensive and sustainable eye care services for 20 million people in impoverished urban areas across our core markets of Asia, Africa and the Middle East.

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**Note to Editors:**

**Standard Chartered in Singapore** is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

Standard Chartered has a history of 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group’s long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 5,700 people in Singapore and has a network of 18 branches, 28 ATMs, and 6 Priority Banking centres. Standard Chartered is the only international bank to offer

NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

### ***Key awards/achievements***

- Leading the way through product innovation, for example, MortgageOne, e\$aver, CashOne, Business Instalment Loan, Business\$aver, FamilyLink, LinkOne & Visa Infinite
- *First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer*
- Xtra\$aver named "Best Deposit Product in Asia Pacific and Gulf States" (Asian Banker Journal - 2007)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Debt House in Singapore (The Asset Triple A Awards - 2003, 2005, 2007, 2008, 2009)
- Best Trade Finance Bank in Singapore (Global Finance – 2006, 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News Awards 2009)
- Singapore Capital Markets Deal of the Year (IFR Asia Review of the Year 2009)
- Retail Bank of the Year (Asian Banking and Finance – 2007, 2008)
- Best branch initiative - Vivo City branch (Asian Banking and Finance – 2007, 2008)
- Best self-service Initiative - Online banking (Asian Banking and Finance – 2008)
- Best core banking system initiative - Virtual banking relationship centre (Asian Banking and Finance – 2008)
- Best Corporate and Employee Citizenship Award (HRM 2008, 2009)
- Leader in HR practices (Singapore HR Awards 2009)
  - *Learning and Human Capital Development*
  - *Talent Management, Retention and Succession Planning*
  - *Corporate Social Responsibility*
  - *Performance Management (Special Mention)*
  - *Regional/International/Global HR practices (Special Mention)*
- Best Graduate Development Practices and Fair Employment Practices (HRM 2010)
- President's Social Service Award 2008
- National Volunteerism and Philanthropy Centre Corporate Citizen Award for Volunteerism 2009