

# press release

FOR IMMEDIATE RELEASE

**Standard Chartered tackles avoidable blindness with charity football**  
***48 teams of staff, clients & partners score with S\$150,000 for Seeing is Believing***

**20 September 2010, Singapore** – 48 teams comprising of Standard Chartered Bank staff, clients and partners pit their football skills against each other on Saturday at the Bank's five-a-side football fiesta at FICO Sports Hub. The event raised a total of S\$150,000 for the "Seeing is Believing" (SiB) programme as part of the Bank's global initiative to tackle avoidable blindness across its markets.

Around a month ago, Standard Chartered began rallying football enthusiasts from across the Bank, its client and partner base to form teams of five players for this charity event. Staff, clients and partners, ranging from amateurs to regular players responded positively and 48 teams and supporters who made up a 400-strong crowd joined in a morning of fun and for a good cause. A total of around S\$150,000 was raised via the teams' participation fees, and the Bank's dollar-for-dollar match of these contributions.

After a few serious knockout rounds, our partner PricewaterhouseCoopers (PwC) emerged as the winner of the game. Two goals in the space of 10 minutes was the key to the final triumph. Team captain, Tang Jin Rong commented on their win:

"Standard Chartered Bank and PwC are both committed to reaching out to the community, and we saw the Standard Chartered Charity Football Fiesta as a great way to raise funds for those in need, at the same time, enjoy our love for the game, and of course, to win for an extremely good cause. We look forward to future collaborations with Standard Chartered Bank to do our part for the community."

Ngo Min Ying (Ms), Ambassador for the SiB programme in Singapore, and also the General Manager of Premium Banking, Standard Chartered Bank, Singapore and Malaysia, said:

“Our colleagues in Singapore have always been very passionate about volunteering for the community. Between January and August this year, more than 1,200 days of volunteer work have already been completed by our staff in Singapore. This willingness to do good for the community stems from the culture of the Bank. We believe we have a role as an international bank, to use our skills and experience to help address some of the issues which adversely impact social development.

The football fiesta is our key fund raising event this year for the SiB programme. We always involve our staff, partners and clients to create a positive impact to the community. The funds raised will help to combat avoidable blindness by the sponsorship of cataract operations, building of vision centres and training facilities, and training of eye care doctors.”

The Bank’s fund raising programme for SiB first started in 2003 as a staff-led initiative to raise money for 28,000 cataract operations. It has grown into a US\$37 million global funding initiative by the Bank, reaching out to over 30 million people worldwide. The Bank matches all funds raised for the programme.

- Ends -

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**Photos: Standard Chartered tackles avoidable blindness with S\$150,000 raised at its charity football fiesta**

**Photo A**



**Standard Chartered teams showcased some professional tackles**

**Photo B**



**Scoring for the team!**

**Photo C**



**It's a friendly hug for a friendly game**

**Photo D**



**The two final teams, SiB United and PricewaterhouseCoopers in serious action**

**Photo E**



**The medals were presented by Steve Bertamini, Group Executive Director & CEO, Consumer Banking, Standard Chartered Bank**

**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.

It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

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 6,000 people in Singapore and has a network of 18 branches, 29 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

### **About Seeing is Believing**

"Seeing is Believing" is Standard Chartered's global community fundraising initiative aimed at tackling avoidable blindness across its markets.

Working with the International Agency for the Prevention of Blindness, the Bank funds leading eye care NGOs to help prevent and treat blindness, with all money going direct to delivering projects on the ground.

In seven years, the programme has gone from a simple staff-led initiative to raise enough money to carry out 28,000 cataract operations to a US\$37 million global funding initiative reaching out to over 30 million people.

The Bank has committed to match all funds raised for the programme until its targets are met.

### **Why has the Bank chosen blindness?**

- Blindness is a major economic and social problem in parts of the developing world where Standard Chartered has been present for over 150 years.
- The Bank believes that “Seeing is Believing” can make a significant difference to the communities where it operates for generations to come.
- The restoration of sight is one of the most cost effective interventions in health care.

**Why is Standard Chartered making this commitment?**

- Standard Chartered Bank is a global company operating in some of the most dynamic markets in the world. In most of these markets the Bank has a long history of nearly 150 years. Doing business in these markets brings us close to many social problems including blindness. As a global business, the Bank believes that it has a role to contribute to the communities and demonstrate true social responsibility.
- Addressing blindness by raising awareness and restoration of sight can make a significant difference to the communities for generations to come.

**When will “Seeing is Believing” end?**

- It started in 2003 and will run until the target is achieved.

**How will Standard Chartered reach out to 20 million people?**

- Working with the International Agency for the Prevention of Blindness, the umbrella body for eye care NGOs, the Bank has identified 20 projects across 20 cities.
- These projects include cataract operations, building of vision centres and training facilities, and training of eye care doctors to ensure lasting impact.