

press release

FOR IMMEDIATE RELEASE

Photo Release: Standard Chartered scores in blindness prevention

Staff, clients and partners in Singapore raise over S\$260,000 at Football Fiesta

3 October 2011, Singapore – On an early Saturday morning, over 500 Standard Chartered staff, clients and partners dribbled, tackled, scored and cheered: all for a good cause. At the friendly five-a-side ‘Football Fiesta’– Standard Chartered’s biggest annual fundraiser – over S\$130,000 was raised towards ‘Seeing is Believing’ (SiB) from the generous contributions of 41 participating teams and an auction of signed Liverpool merchandise. Standard Chartered will match all contributions dollar-for-dollar, raising over \$260,000 in total from the event.

SiB is the Bank’s global community fundraising initiative to tackle avoidable blindness across its markets. The Football Fiesta event follows on the heels of the Bank’s pledge on 21 September to raise US\$100 million by 2020 to build sustainable eye-care services across its footprint.

After pitting their football prowess against each other, the team from Ernst & Young emerged triumphant. The event also catered to the whole family and the little ones did not miss out. 15 children aged 7 to 12 years old received football coaching from experts before participating in a friendly game. After the sessions, participants had good fun with activities including a dunking machine, video games, face painting and balloon sculpting.

Ravi Manchanda, Managing Director, Origination and Client Coverage at Standard Chartered Bank Singapore and Ambassador for the SiB programme said:

“It was a day of good fun for a good cause. Thanks to the support of our staff, clients and partners, for this year alone we have raised over S\$370,000 for

Seeing is Believing. With the Bank's dollar-for-dollar matching, that amounts to over S\$740,000 for sustainable eye care projects. It is incredible that what first started in 2003 as a staff-led initiative to raise money for 28,000 cataract operations has to-date reached over 30 million people worldwide. Standard Chartered Singapore is proud to have been part of this effort and we look forward to furthering our commitment with the Group's renewed pledge to raise US\$100 million by 2020."

- Ends -

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Photos: Standard Chartered scores in blindness prevention

Photo A



Standard Chartered staff and partners battle it out on the field

Photo B



Young minds and feet at work

Photo C



The winners from Ernst & Young have a splash

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 more than 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 7,000 people in Singapore and has a network of 18 branches, 30 ATMs and 7 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

Business

- 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
- Best Deposit Product in Asia Pacific and Gulf States - Xtra\$aver (Asian Banker Journal - 2007)
- Best in Singapore (Structured Products Asia – 2008)
- Deal of the Year in Singapore (The Banker – 2008)
- Best Bank in Singapore (The Asset – 2009)
- Best Debt House in Singapore (The Asset - 2007, 2008, 2009, 2010)
- Best Trade Finance Bank in Singapore (Global Finance – 2007, 2008, 2009)
- Country Deal of the Year, Singapore (Islamic Finance News – 2009, 2010)
- Singapore Capital Markets Deal of the Year (IFR Asia – 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 Consumer Internet Bank, Singapore (Global Finance – 2010, 2011)
- Best Corporate/ Institutional Internet Bank in Singapore (Global Finance – 2010)
- Best Project Financing, Singapore (Asiamoney – 2010)
- Best Singapore Deal (FinanceAsia – 2010)
- Best Singapore Deal at the Islamic Finance Awards 2010 (The Asset – 2010)

- Country Deal of the Year, Singapore (Asiamoney – 2011)
- Best Payments Product – Pay Any Card (The Asian Banker – 2011)
- Service Excellence Award, Best in Category – Breeze (Banking and Payments Asia – 2011)

Corporate / Sustainability

- Best Corporate and Employee Citizenship Award (HRM – 2008, 2009)
- Leader in HR practices (Singapore HR Awards)
 - *Learning and Human Capital Development (2009, 2010)*
 - *Talent Management, Retention and Succession Planning(2009, 2010)*
 - *Performance Management (Special Mention) (2009, 2010)*
 - *Regional/International/Global HR practices (Special Mention) (2009, 2010)*
 - *Corporate Social Responsibility (2009, 2010, 2011)*
- 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
- Silver Award for Best Community Programme (Global CSR Award 2010)
- Special Commendation Prize for Learning and Talent Development (Asian Human Capital Award 2010)

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 (representing one operation per member of staff)

On 23 September 2011, Standard Chartered committed to raise US\$100 million by 2020 to build sustainable eye-care services across Asia, Africa and the Middle East, almost trebling its fundraising for the prevention of blindness from 2003 to date.

The Bank not only promotes and coordinates fundraising for the programme, but also matches every dollar raised. Since 2003, the Bank has raised US\$ 37 million globally, leaving a further US\$63 million needed by 2020.

Around 80 per cent of blindness can be treated or prevented, and the interventions are some of the most cost-effective in health-care; a cataract operation costs on average US\$30, Vitamin A treatment around US\$1.

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 help the communities?

- With the US\$63 million funding, leading international eye-care NGOs have agreed to deliver 35 comprehensive eye-care projects globally, providing access to cataract operations and preventative treatments in underprivileged communities.
- Five projects, valued at US\$5 million each, will focus exclusively on providing eye-care for children, supporting existing health care services, and building capacity for new services across seven countries.
- The remaining 30 projects, valued at US\$1 million each, will respond to local needs, by raising awareness of eye-care issues, providing eye-care screenings or carrying out surgeries, across 20 countries.

Seeing is Believing Singapore

- Since 2003, Standard Chartered Singapore has raised over S\$1 million for Seeing is Believing.
- In 2011, Singapore aims to raise S\$350,000 through various fund-raising activities:
 - Charity Football Fiesta with staff and partners
 - Tie-up with Harry’s Bar
 - Private Banking Food Fair for staff
 - Auction of F1 Practice Session tickets
 - Give, Win and Fly Raffle Draw

Partnerships

The Bank leverages on Seeing is Believing as a platform to build ties and understanding between staff in different markets, between businesses as well as in the community. For example in 2003, Standard Chartered Singapore raised S\$100,000 to fund the building of an eye hospital in Bangladesh. Other examples include:

Twinning project (Singapore and Vietnam)

- Singapore has committed to help raise funds for the Fred Hollows Foundation in Vietnam – a project under the Seeing is Believing initiative.
- This project aims to reduce the prevalence of avoidable childhood blindness and visual impairment in children in Vietnam.
- The partnership is aimed at strengthening ties and creating closer collaboration between Singapore and Vietnam.
- It will also provide Singapore staff who are interested in overseas employee volunteering opportunities with an avenue to do so.

Volunteering

- To create local relevance so that staff can identify with Seeing is Believing, volunteering activities with the visually handicapped are provided. Examples include:
 - Dining in the Dark,

- Braille Bingo
- Outings with the visually handicapped
- Flag day (210 volunteers help raise funds for SAVH)
- On World Sight Day every year, the Bank engages Visually Handicapped masseurs to station themselves at the various office locations
- For International White Cane Day on 15 October 2011, 200 volunteers from the Bank will sponsor and organise 15 food and games stalls at a carnival held at SAVH. Each volunteer will take on roles of running food, beverage and game stalls or acting as guides to the visually impaired guests for the day.