

press release

FOR IMMEDIATE RELEASE

More than 800 benefit from Singapore's largest senior citizen community event organised by a corporate

**Standard Chartered's first 'Silver Lining' Carnival aims to improve the health
and well-being of the aged**

26 October 2013, Singapore – More than 800 needy seniors spent the day with over 1200 volunteers from Standard Chartered Bank at its first 'Silver Lining' Carnival held today at the Singapore Expo. The carnival is the largest event for needy elderly organised by a corporate in Singapore to-date.

Today's event is part of the Silver Lining community programme launched by Standard Chartered in May 2012 to address issues facing Singapore's rapidly ageing population. The initiative stemmed from a conviction to do more as an organisation to help tackle the challenges faced by the aged, particularly the ageing poor, and contribute positively to the local community.

In organising the carnival, the Bank collaborated with non profit organisations and health care partners to raise awareness for the enhancement of mental health, muscle strength and mobility of the elderly. The volunteers organised a broad range of activities to cater to the needs of the elderly including communication and technology skill enhancement training as well as eye, hearing, dental, functional and mental health screenings.

Mr Chan Chun Sing, Minister for Social and Family Development, was the Guest-of-Honour at the event.

Ray Ferguson, Chief Executive Officer of Standard Chartered Bank, Singapore said:

“Singapore’s population is ageing rapidly and we are facing issues associated with an ageing population including healthcare, mobility and loneliness. By 2030, the population of seniors above 65 years old will be over 900,000: that is, one in five residents will be elderly¹. We believe that the public and private sectors can collaborate to address the socio-economic concerns arising from this trend.

This is the Bank’s first high-impact, large scale community event targeting needy elderly. We remain committed to furthering this cause by providing resources to help beneficiaries as well as generating support from other corporate and non-profit partners. As we ‘go local’, completing the local incorporation of our subsidiary earlier this month, we continue to run programmes that deliver real benefits to Singapore and Singaporeans.

The Silver Lining Carnival in Singapore is part of our celebration of two major milestones in Southeast Asia. We are now present in all ten ASEAN markets and 2013 marks the tenth anniversary of our global community investment initiatives.”

Since the launch of the Silver Lining community programme last year, over 2000 Standard Chartered employees have volunteered for activities including bi-weekly exercises with the elderly, targeted at improving their balance and strength. Volunteers have refurbished homes of needy elderly and senior citizen activity centres and also organised outings, birthday celebrations and festive events.

For its contributions to the community, Standard Chartered was awarded the President’s Award for Volunteerism (Corporate) at the President’s Volunteerism and Philanthropy Awards 2013 ceremony on 23 October 2013.

– Ends –

¹ Speech by Minister Gan Kim Yong on the Ministerial Committee On Ageing’s Initiatives (March 2012)

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Notes to Editor:

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 68 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.

The Bank transferred its Singapore Consumer Banking retail and SME banking business to a locally-incorporated subsidiary, Standard Chartered Bank (Singapore) Limited, on 7 October 2013.

The Bank in Singapore serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, auto 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 7,600 people in Singapore and has a network of 19 branches, 7 Priority Banking centres and 31 ATMs. 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.

About the Elderly Sector Networking Group (ESN)

The Elderly Sector Network (ESN) is a non-profit, non-religious gathering of volunteer leaders and representatives from various elderly related voluntary welfare organisations (home or club based), coming together to tap on combined manpower and expertise, in the areas of

- Volunteer Training & Development
- Networking
- Event Management and
- Resource Sharing

It officially became a volunteer work group under Volunteer Circle of National Council of Social Service in 2004. In 2006, ESN went independent and formed a committee to identify more areas of cooperation. Its policy is non-interventionist and participating volunteer groups can benefit by leveraging on the combined resources, expertise and manpower in the network, which are often scarce for volunteer groups operating on their own.

ESNians share the belief that through networking, synergy is created which will bring about greater benefits for the beneficiaries in the aged homes and senior citizen programmes in Singapore. The group hopes to raise the awareness of volunteerism in the elderly sector, in addition to providing opportunities for interaction between elderly from different agencies, between elderly and volunteers, and between volunteers from different agencies.

The network comprises volunteer leaders who are volunteering at All Saints Home (Hougang), All Saints Home (Tampines), Brighthill Evergreen Home, Christalite Methodist Home, Henderson Aged Reachout Programme, Kreta Ayer Volunteer Service Group, Moral Home, New Horizon Centre (Alzheimer's Disease Association), Silra Home and the Sree Narayana Home.



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