



press release

Standard Chartered Bank launches the second edition of 'The Standard Chartered Cup 2016'

1st March, 2016 - Kampala: Standard Chartered Bank Uganda has today launched its 2016 edition of the 'Standard Chartered Cup 2016 commonly known as the "Road to Anfield campaign," at a press conference held at the Sheraton Hotel in Kampala.

The Standard Chartered Cup is a 5-a-side futsal tournament offering football fans a 'Money Can't Buy' opportunity to travel to UK and visit as well as play on a Premier League pitch – Anfield. The tournament is hinged on the Bank's sponsorship of Liverpool FC which started on 1st July, 2010. In May 2014, the campaign was awarded, 'Best International Marketing Campaign' by BT Sports Industry Awards - considered to be a pinnacle award within the sports marketing industry.

Forty (40) teams will take part in the Uganda Chapter of the Liverpool tournament including staff, corporate bodies, customers/clients and the media. This year, there will be no regional play-offs and Uganda's winning team will fly to Anfield where they will receive a training session at the LFC Academy hosted by an LFC legend before attending a match viewing session of the LFC Vs Watford game on Saturday 7th May 2016.

While addressing journalists at a press conference, the Chief Executive Officer of Standard Chartered Bank, Mr. Herman Kasekende, said that the Standard Chartered Cup is a very exciting campaign that brings the Bank's clients, partners and media together to enjoy the beautiful game of football.

"The Standard Chartered Cup is hinged on the Bank's Liverpool FC sponsorship. Liverpool FC is one of the world's best known footballs clubs and Standard Chartered is proud to be associated with it. Last year saw a lot of competition amongst the teams that participated and it is going to be more exciting this year, considering the grand prize of the visit to Anfield." Mr. Kasekende said.

The Head of Corporate Affairs, Brand and Marketing, Ms. Helen Nangonzi thanked the teams that took part of the tournament last year and promised a bigger and better contest this year.



“Last year, Roofings Limited got an opportunity of a lifetime when they won the title as Uganda champions and travelled to Nairobi for play against teams from Kenya and Tanzania. Even though they didn’t win, they will forever have bragging rights as the first winners from Uganda.”

The deadline for registration is **Thursday 31st March 2016** and the confirmed teams will play for first place position on **Saturday 9th April 2016** at Mandela National Stadium, Namboole.

Upon confirmation of participation, each team (7 Members) will pay a registration fee of Ugx 1,500,000 to a Standard Chartered Account number **0102012225401** under the Account name **Donations Account** and present payments slip to the **Corporate Affairs department**.

This payment will entitle every participant to a goodie bag with an assortment of LFC merchandise that include a water bottle, string bag, cap and mini sized ball.

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Note to Editors:

Standard Chartered

We are a leading international banking group, with around 86,000 employees and a 150-year history in some of the world’s most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. 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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Standard Chartered Bank in Uganda

Standard Chartered Bank Uganda is a member of the Standard Chartered Group. The Bank has been operating in Uganda for over 100 years having celebrated its centenary in August 2012. As Uganda’s oldest bank, established in 1912, it currently has a network of 11 branches and 30 ATMs spread across the country. The Bank employs over 600 people. Standard Chartered’s offers a full range of banking products and services.

Standard Chartered is committed to the community in Uganda through various community relation programs, working closely with the Ministry of Health, Ministry of Education and Sports, Ministry of Water and the Environment, Ministry of Gender, Labour and Social Development, Sightsavers and National Forestry Authority.



Some of the awards the Bank has won in the recent past include:-

- Recognition for Business Champion for young children 2015 – Private Sector Development Award
- Best Corporate Website, 2015 Digital Impact Awards Africa
- Best Cybersecurity Practise, 2015 Digital Impact Awards Africa
- Best Online Banking service, 2015 Digital Impact Awards Africa
- Best Consumer Digital Bank 2015 - Global Finance Magazine
- Recognition for outstanding partnership to ending HIV and AIDS through membership subscription and local resource contribution by The AIDS Support Organisation (TASO) in September 2014
- Best Cybersecurity Practice 2014 - Digital Impact Awards Africa
- Best in Corporate Social Responsibility 2014 - Tumaini Awards
- CSR in Health Initiative of the year 2014 – Public Health Awards
- Bank of the Year” 2012 in Uganda – Financial Times - The Banker - Bank of the Year
- Euromoney Best Bank in Uganda 2009 & 2010
- EMEA Finance Best Bank in Uganda 2009, 2010, 2011, 2012 and 2013
- Federation of Uganda Employers Best Employer Silver Award in the Overall Category 2013
- Best Bank in Quality Standards by the Uganda National Bureau of Standards 2013
- Best in Corporate Social Responsibility 2013 – Health (Seeing is Believing – the fight against preventable blindness) by The Uganda Chapter on Corporate Social Responsibility
- Tumaini (Children Support) Best Corporate Award 2013
- Public Opinions Uganda Responsible Investment Best Bank 2013
- Consumer Insights; Best Bank in customer service 2009