



press release

FOR IMMEDIATE RELEASE

**50% OF YOUNG PEOPLE ADMIT THEY DON'T KNOW ENOUGH
ABOUT HIV AND AIDS**

Global survey finds low level of knowledge on HIV and AIDS amongst educated youths

[China] 27 November 2009 – According to the results of a global youth survey launched earlier this year by Standard Chartered and AIESEC International, the world's largest student organisation, although 84 per cent of young people believe the HIV and AIDS epidemic remains one of the great challenges of our time, almost 50 per cent have a dangerously low knowledge about the killer virus.

Over a third don't think condoms are very effective in preventing sexual transmission and nearly a quarter admitted they would not always use a condom when having sex. This could explain why almost half of the world's new HIV infections occur among 15 to 24 year olds according to the latest UNAIDS statistics, largely as a result of unprotected sexual activity.

Over 1,500 members of AIESEC International responded to the survey, spanning 99 countries. Whilst two thirds of them view HIV and AIDS as a major problem in their own countries, despite concerted efforts by health agencies to educate younger generations across the world, a third feel that there is little information available to them.

When asked where they would turn to for information on HIV and AIDS, the internet was overwhelmingly cited as the first port of call. Over 94 per cent said they would go online ahead of talking to health professionals (61 per cent) and friends (59 per cent) or family members (25 per cent).

There are total 148 respondents from China. Young people in China far prefer the internet to traditional sources of information to find out more about HIV and AIDS. (63% would *not* approach their families compared to 50% globally and

27% in Africa). Anecdotal evidence supports the fact that reluctance to talk about sexual-related issues is the biggest hurdle to educating people on HIV and AIDS.

The news comes as Standard Chartered launches the beta version of www.vir.us – a first-of-its-kind animated website aimed at young people – to raise awareness and provide information about HIV and AIDS in a fresh, entertaining approach. This is a new element of Standard Chartered’s prevention-focused HIV education programme, *Living with HIV*, developed in partnership with leading experts from around the globe. Standard Chartered has also pledged to the Clinton Global Initiative to educate one million people on HIV and AIDS by 2010.

Lyn Kok, Managing Director, Head of Corporate Development, China, Beijing Branch Manager and *Living with HIV* Ambassador of Standard Chartered Bank (China) Limited said: “In the absence of a cure or vaccine, the only hope of tackling HIV is to educate people on how to avoid contracting the virus in the first place – or passing it on if they are HIV+. This survey shows that there is still a huge job to be done in educating the next generation, giving them the facts which will enable them to make safe lifestyle choices. The starting point is providing them with reliable and practical information in an accessible way, which overcomes the taboos and stigma around sexual health that compound ignorance.

“This survey shows there is a clear need for a free online resource which targets young people and can teach them the facts around HIV and AIDS in an engaging and fun way, whilst dispelling the myths. Our www.vir.us website was recently launched to supplement our face-to-face peer education programme which we run in partnership with AIESEC to reach a greater number of young people.”

“AIESEC has been working in partnership with Standard Chartered’s *Living with HIV* programme for the past 5 years”, said Alexa Mabonga, Global External Relations Manager at AIESEC International. “To date, we have educated over 125,000 young adults in 20 different countries through peer-to-peer education initiatives. Myths, orthodoxy and a reluctance to learn the basic facts about the virus are some of the biggest hurdles our HIV trainers face on a daily basis. Running the programme on the ground, we have found that it has had a real impact and helped people gain a stronger understanding of the issue.”

--- ENDS ---

For further information please contact:

Christy Chan

Corporate Affairs Manager

Tel: 86-21-3896 3646

Email: Christy-Sze.Chan@sc.com

Note to Editors:

About the global survey:

The survey was conducted amongst AIESEC members in 2Q 2009. There were 1,566 respondents based in 99 different countries. 85% of respondents were under 25 years old and the majority were university educated.

- *48.3% have moderate, little or no knowledge of HIV and AIDS*
- *82.7% agree or strongly agree that HIV and AIDS remains one of the great challenges of our time*
- *93.9% now likely/very likely to go online to learn about HIV and AIDS*
- *46.9% are not likely or would never speak to family to learn about HIV and AIDS*
- *86.7% believe there is a need for the private sector, governments and NGO's to work together in the fight against HIV and AIDS*
- *73.4% view HIV and AIDS as a problem in their respective countries*
- *32.6% agree that there is little information about HIV and AIDS in their country*
- *58.6% agree that young people in their country do not know enough about HIV and AIDS*
- *23.6% say they would not always use a condom when having sex*
- *60.9% believe condoms to be very effective in preventing the spread of HIV*
- *36.6% believe they are not very effective in preventing the spread of HIV*

About Living with HIV:

Standard Chartered Bank's best practice Living with HIV program began as an internal workplace HIV education campaign before it was rolled out to local communities. The success of the Bank's community investment is largely due to the varied partnerships—with business, foundations and academic institutions—that allowed the company to bring its workplace program to scale effectively.

Through collaboration with other organizations, the Bank aims to educate one million people about HIV and AIDS by 2010, using resources, models and tools—including an online e-learning module and website, www.vir.us—that the company has developed during ten years of experience conducting HIV education for its employees. The HIV education tools are available in 10 languages, and Living with HIV uses a volunteer network of "HIV Champions" who educate their peers about HIV—including components on reducing stigma and encouraging people to get tested for HIV.

Standard Chartered – Leading the way in Asia, Africa and the Middle East

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, from its Wholesale and Consumer Banking businesses. The Group has over 1600 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs around 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

In China, the Bank set up its first branch in Shanghai in 1858 and has remained in operation throughout the past 150 years. Standard Chartered Bank (China) Limited is one of the first foreign banks to locally incorporate in China in April 2007. This demonstrates the Bank's commitment to the China market, and its leading position as a foreign bank in the banking industry.

Standard Chartered has one of the largest foreign bank networks in China – with 15 branches, 37 sub-branches, one representative office and a Village Bank. Approvals for the setting up of the Ningbo and Huhhot branches have been granted and preparation is in progress.

In 2009, Standard Chartered China is named by the *Economic Observer* as the “Best Trade Finance Bank in China”. It also clinched the *Economic Observer's* “Best Innovation in Cash Management” award, *Global Finance's* “Best SME Lending Bank” and the *China Business New's* “Outstanding Corporate Award of 2008 Corporate Social Responsibility Ranking in China”.

For more information on Standard Chartered, please log on www.standardchartered.com

About AIESEC:

In partnership with business and higher education, AIESEC has over 60 years of experience in developing high-potential students into globally minded responsible leaders.

AIESEC's innovative development process consists of unmatched leadership experiences, international opportunities and a global learning environment. AIESEC uses an innovative approach to engaging and developing today's youth. By offering opportunities to build extensive international personal networks and explore leadership opportunities, we provide a platform for young people to discover direction and ambition for their futures.

For more information about AIESEC in your country, connect via www.aiesec.org. For further information and media enquires please contact: Carolyn Rush, Vice-President Communications, AIESEC International, carolynr@ai.aiesec.org