

press release

Standard Chartered commemorates 43rd UAE National Day by breaking a world record

UAE flag made out of 6000 footballs spanning over 280 square meters

UAE, [27 November,] 2014 - To mark the UAE's 43rd National Day, Standard Chartered today broke (Thursday, November 27, 2014) the world record by successfully making the world's largest football mosaic of the UAE flag at the Bank's Dubai headquarters in Emaar Square, Downtown Burj Khalifa. The record was verified by a Guinness World Records official who also handed a certificate to the Bank. In total, 6,000 special footballs in the four colours of the UAE flag were arranged to form the UAE flag spanning over 280 square meters to break the previous world record.

The event follows Standard Chartered successful launch of its #UAE Pride campaign aimed to celebrate the UAE National day and Standard Chartered Bank's history that spans over 56 years in the UAE. At the venue, select merchandise from the Bank such as commemorative footballs and t-shirts with a special message inscribed on them were sold to the audience, with proceeds going to the 'Seeing is Believing' initiative, Standard Chartered's global programme that tackles avoidable blindness and visual impairment.

Commenting on the record, Mohsin Nathani, CEO of Standard Chartered UAE, said:

"We are delighted and proud to have celebrated UAE's 43rd National Day by breaking Guinness World's Record title for the largest football mosaic. The event was held at our UAE head office at Downtown Dubai, an area famous for setting several records starting from the tallest tower to the biggest mall, making our achievement that much more unique."

The #UAE Pride campaign was designed to engage UAE Nationals and their to celebrate the UAE's 43rd National Day with Standard Chartered. Clients can upload their photos of different sights of the UAE on their respective pages on Instagram, Facebook and Twitter.

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“The celebrations underscores our commitment to UAE where we have a history of more than 50 years. I would like to extend my congratulations to all UAE citizens and residents on the occasion of the 43rd National Day,” concluded Nathani.

Standard Chartered has been in the UAE since 1958 and operates the largest retail distribution network among international banks with 11 branches, five EBUs and more than 100 ATMs and CDMs.

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Note to editors:

Standard Chartered:

We are a leading international banking group, with more than 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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