

press release

Standard Chartered launches an all new animated HIV and AIDS education website

The new online portal provides edu-tainment to young people

Dubai, United Arab Emirates, 5 July, 2009: A global online campaign and website <http://www.vir.us> has been launched by Standard Chartered Bank as part of its commitment to raise awareness and provide education about HIV and AIDS. The global social media campaign centres on an interactive, informative website with entertaining animated web-Learning modules.

The campaign concept is based on the Bank's preventative intervention strategy. Currently there is no cure or vaccine for HIV, the only way to tackle the virus is to prevent new HIV infections.

"With over 30 million* people living with HIV/AIDs in the world, this pandemic has a significant impact on the economic and social fabric of the communities where we do business," said Shayne Nelson, Standard Chartered's Regional Chief Executive Officer for the Middle East and North Africa. "The Bank's Living with HIV programme aims to reduce the spread of this virus through education. Awareness through education is key in helping eradicate the spread of the virus and to curtail the rising numbers of people living with HIV/AIDs."

Regional Head of Corporate Affairs, Lilian Yong-Babani, commented on the programme, "The key challenge was to come up with a creative idea that could actively engage broad audiences and teach them about HIV/AIDs without preaching. To do this, we developed the 'Anti-HIVirus software' idea, delivered through a series of six very entertaining, animated films that stealthily educate at the same time. The star of our films is Mr. HIV and we follow the ambitious character on his quest to become AIDS. Along the way, people learn what HIV and AIDS are, how it is spread, prevention, the importance of testing, and how to live with the virus. It's true edu-tainment,"

The special 'Anti-HIVirus software', offered free of charge on www.vir.us, arms visitors with the knowledge to protect themselves against HIV and AIDS and helps to dispel the myths that drive stigma. The campaign was developed by TBWA\ TEQUILA\ Hong Kong in association with Standard Chartered.

The story of Mr. HIV and his plan to attack and destroy the human race is told through six fast-moving animated video modules. The website also incorporates hard facts about HIV and AIDS; blogs from the Bank's HIV Champions in various countries; a real time counter; an interactive map tracking the number of people protected through the website; and features partner organisations working with Standard Chartered on HIV education.

* Source from WHO <http://www.who.int/hiv/data/en/>

www.vir.us is aimed at providing information to the 15-24 year old population, who account for 45% of new HIV infections. Animated movies have been hugely popular recently and we took a similar approach to engaging people in HIV and AIDS education.

The Bank has committed to the Clinton Global Initiative to educate one million people on HIV and AIDS by 2010. Since 2007, through partnerships, the Bank has commitments to educate 450,000 people and has conducted face-to-face training for 140,000 people. This is part of its commitment to the Clinton Global Initiative to educate one million people on HIV and AIDS by 2010. Visitors to www.vir.us that successfully complete the interactive HIV related quiz will count towards this education target.

The global social media campaign, including viral videos, builds noise and awareness with supported paid-media, to encourage both individuals and corporate partners to participate and in turn become champions of the initiative.

HIV and AIDS education is part of Standard Chartered's sustainable investment strategy, which also addresses avoidable blindness, malaria, women's empowerment and protecting the environment.

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Standard Chartered aspires to be the best international bank for its customers across its markets. The Bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated 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 more than 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which 68 are represented among senior management.

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