

Standard Chartered renew sponsorship with the Reds

22 July, 2013 - Liverpool Football Club and Standard Chartered Bank have today announced a two year extension to their main sponsor agreement.

The bank signed up as the Club's main sponsor in July 2010, appearing on the front of the Red's shirt for the last three seasons. The partnership has now been extended to run until the end of the 2015/16 season. Financial terms of the agreement remain confidential.

Over the last three years, Standard Chartered and Liverpool FC have reaped the benefits of their partnership through a number of initiatives – in particular, through a series of award-winning charitable and community-based campaigns around the world. Fans, players, legends and staff have come together on a number of high-profile occasions to highlight and help tackle global issues such as preventable blindness and HIV awareness.

As part of the Club's strategy to bring fans closer to the Club no matter where they are in the world, Liverpool FC has just embarked on a tour of Asia and Australia in partnership with Standard Chartered, where they will play in front of packed stadiums in Jakarta, Melbourne and Bangkok.

"We have enjoyed a fantastic first three years with Standard Chartered. Not only are they a terrific partner because of their presence and commitment to Asia, Africa and the Middle East, where we have a significant fan base, but because we both share a passion for community. We are delighted to announce the extension of our partnership, which demonstrates the belief and continued commitment to the work that we are doing together and the values that we share. There is a very bright future ahead for Standard Chartered and Liverpool FC as we continue to grow the world's greatest football family," commented Billy Hogan, Chief Commercial Officer, Liverpool Football Club.

Peter Sands, Group Chief Executive of Standard Chartered PLC, said: "Our sponsorship of Liverpool Football Club has proved successful for both parties and we are delighted to be extending our partnership. Liverpool are hugely popular in the markets where we do business, and we are excited about the opportunity to continue to work with this fantastic club and their passionate fans."

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Liverpool Football Club

- Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields
- As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities managing over 20 projects all-year round in education, social inclusion, health and sports development. Its contribution was recognised by the award of a Community Mark from Business In The Community
- Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities

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

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 68 markets, the Group offers exciting and challenging international career opportunities to over 89,000 staff. It is committed to building a sustainable business over the long term and upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

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