

# press release

## **Standard Chartered welcomes LFC manager Jürgen Klopp in Hong Kong**

**Hong Kong, 17 July 2017** – Standard Chartered Bank, the main sponsor of Liverpool Football Club (LFC), hosted a press conference today for LFC manager Jürgen Klopp, who is visiting Hong Kong with the first team.

**Benjamin Hung, Chief Executive Officer for Greater China and North Asia at Standard Chartered**, said: “LFC has a very huge Liverpool fan base in Hong Kong. The sponsorship has been a great success in terms of raising Standard Chartered’s profile and building greater affinity with new and existing customers. With our LFC sponsorship entering into its eighth year, I look forward to bringing more ‘money-can’t-buy’ experiences to the LFC fans and clients in Hong Kong.”

**Jürgen Klopp, LFC First Team Manager**, said: “We are over 5,000 miles away from Liverpool, yet we have over 2 million followers here in Hong Kong - there is something really special about that. It is great to be here to experience that passionate support first hand and work with Standard Chartered to create experiences for those fans as a thank you for their tremendous backing.”



*Photo 1: LFC First Team Manager Jürgen Klopp presents an autographed LFC jersey to Benjamin Hung, Chief Executive Officer for Greater China and North Asia at Standard Chartered.*

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## Notes to Editors:

### Standard Chartered's sponsorship of Liverpool Football Club

In July 2010, Standard Chartered began a four-year sponsorship of Liverpool Football Club (LFC). Following a two-year extension in 2013, the deal was subsequently renewed in 2015 for a further three years, taking the sponsorship up until the end of the 2018/19 season.

### Standard Chartered

We are a leading international banking group, with more than 80,000 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.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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