

press release

Standard Chartered Unveils Standard Chartered Trophy Indonesia 2013 Road to Anfield

A lifetime experience to play a match at Liverpool's Anfield stadium

JAKARTA, 13 February 2013 --- Driven by the positive response towards Standard Chartered Trophy Indonesia 2012, Standard Chartered Bank Indonesia today launched "Standard Chartered Trophy Indonesia 2013 Road to Anfield" with a more exciting programme. This year's tournament, which will be participated by media houses and the Bank's staffs, was officiated today by Standard Chartered Chief Executive Officer for Indonesia Tom Aaker, and witnessed by President of Big Reds Indonesia Fajar Nugraha.

The '**Standard Chartered Trophy...Road to Anfield 2013**' is an annual 5-aside football tournament (futsal) comprising a qualification tournament which takes place in twelve participating markets. The grand final tournament, the Standard Chartered Trophy Finals, will be held at Anfield on 21 May 2013. This is the second year of the Standard Chartered Trophy and Indonesia has been participating since 2012. For this year's competition, the other participating markets are Bahrain, Hong Kong, India, Kenya, Korea, Malaysia, MENAP (Middle East, North Africa, Afghanistan, and Pakistan) region, Nigeria, Singapore, Thailand, and United Kingdom.

Standard Chartered Bank Chief Executive Officer **Tom Aaker** said, "I personally am truly excited to see this event come to life today as we bring Indonesians closer to the magic of Anfield. We note that people still talk about it for their unforgettable experience they had in Anfield, and it is indeed such a pleasure to be standing here with you, celebrating in this moment."

"Since becoming official sponsor of Liverpool Football Club (LFC) in 2009, we continuously strive to bring our stakeholders the best experience and today's event is more than just a football event. It is the opportunity to collectively come together and football is a great sport that teaches us about team-work and sportsmanship. As a proud supporter of football, we look forward to offering these participants an unforgettable life time experience," added Aaker.

Meanwhile, President of Big Reds Indonesia **Fajar Nugraha** said “Football has always been one of the sports that is close to the hearts of Indonesian communities. We see people play football everywhere here regardless their age, social standing, or even gender. We have currently one million Liverpool fans base in Indonesia and, as Liverpoolians, we are proud to be part of this exciting tournament.”

The winning team from media houses will win a chance of an all-expense paid trip to Anfield including return economy flight tickets and a four-night accommodation stay. In addition, the winning team will also attend an EPL match at Anfield (Liverpool FC vs Queen Park Rangers match) and will receive a professional training session with LFC legends and coaches to help them prepare for the Final tournament. The winning team at the Standard Chartered Trophy Finals will win the coveted ‘**Standard Chartered Trophy**’.

Meanwhile, the winning team from staff’s match will win a chance of seven signed jerseys from Liverpool FC.

The tournament will apply a knock-out system and basic futsal game rules will apply including:

- On team registration:
 - a team of 7 players including goal keeper and substitutions
 - minimum 18 year of age and is an amateur
 - futsal shoes to be worn

- On game format:
 - A seven minutes match with three minutes break (with the exception of the Final). The duration of the Final will be ten minutes.
 - Unlimited rolling subs
 - Size 5 footballs to be used
 - NO offside. Players may place themselves in any part of the playing area outside the penalty areas

In addition to providing award for team winners, both tournaments will also provide award to individual winner on special categories such as Top Scorer, Best Player, and Best Goalkeeper.

The match among media houses will be held on 9 March 2013 at Hanggar Futsal Sports Stadium at Jalan Jenderal Gatot Subroto, Pancoran. Meanwhile, the match among staffs will be held a week after at the same stadium.

Liverpool FC currently has 131 million fan base across Standard Chartered's 15 markets in Asia, Africa, and the Middle East including 1 million in Indonesia¹. Indonesia is one of the first markets in Southeast Asia regions to commence the Standard Chartered Trophy competition, in addition to Malaysia and Singapore. Further information is available at Standard Chartered Bank Indonesia's website at www.standardchartered.co.id.

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Notes to Editors:

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 more than 90 per cent of its 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 70 markets, the Group offers exciting and challenging international career opportunities for nearly 87,000 staff. It 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. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

As one of the oldest banks in Indonesia, Standard Chartered Bank has 150 years of operations dating back to 1863. With 27 branch offices in eight major cities in Indonesia including Jakarta, Bandung, Semarang, Surabaya, Denpasar, Medan, Palembang and Makassar and a network of over 30,000 shared ATMs, making the Bank as one of the international bank with widest geographical footprints in Indonesia. Standard Chartered also invested some shares in Permata Bank.

For further information please visit www.standardchartered.com. Follow Standard Chartered at www.facebook.com/standardchartered and on Twitter [@StanChart](https://twitter.com/StanChart).

Standard Chartered's sponsorship of Liverpool FC

On 14 September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal in which the Bank became the Club's main sponsor. The agreement, which began in July 2010 and runs through to the end of the 2013-2014 seasons, sees Standard Chartered's name and logo appear on the Liverpool FC shirt. This is the largest commercial agreement in the Club's history. As official club sponsors, Standard Chartered enjoy a major rights package which provides a platform to significantly step up the Bank's brand awareness across its core markets in Asia, Africa and the Middle East.

¹ Source: Sport + Markt, 2011