

# press release

## **Standard Chartered and football legend conduct eye screening for school children**

*Special programme with LFC legend Didi Hamann held to coincide with LFC Asia Tour and mark the Bank's anniversary*

**JAKARTA, 18 July 2013** - Marking its 150<sup>th</sup> anniversary celebration in Indonesia, Standard Chartered Bank today along with Liverpool FC (LFC) legend Didi Hamann and coaches from the LFC Foundation conducted eye screenings for children at SMP Negeri 16 junior high school, a public school in Palmerah.

The eye screening will ensure that children who need glasses and those with severe visual impairment or basic vision problems are identified and treated before a child's education is affected.

Sajidur Rahman, Head of Consumer Banking, Standard Chartered Bank Indonesia said:

"As an international bank that has been in Indonesia for 150 years, it is our good intention to help the community to grow and prosper together in line with our brand promise Here for good. And in conjunction with the LFC Asia Tour we thought why not if we also extend to these kids the LFC experience by bringing a football star to be here."

Meanwhile, Country Head of Corporate Affairs, Standard Chartered Indonesia Arno Kermaputra said:

"At Standard Chartered, our community where we operate in will never walk alone. This is part of our ongoing commitment to improve awareness on the eye health issue among our community in Indonesia. It is hoped that this programme leads to an increase in eye health awareness in schools and adjacent communities."

Nearly 1,000 children and 25 volunteers comprising the Bank's employees took part in the special eye screening held to coincide with the LFC Asia Tour this week. Also present were Deputy Country Director Finance, HR dan Operasional - Ibu Lily Natalia.

Concurrent with the eye screening, the children were also treated to a football game where the former LFC midfielder also shared his skills and techniques.

The eye screening is part of the Bank's sustainability efforts called Seeing is Believing which is designed to help prevent avoidable blindness.

Blindness and refractive error are global health issues, including Indonesia, which currently takes the third position in the list of countries with the highest number of blindness in the world according to the World Health Organization (WHO).

Globally, as many as 39 million people suffer from total blindness. Another 246 million people gradually become visually impaired; with 90 percent of them can still be prevented from going totally blind. Based on the information available, the total of funds required to prevent total blindness is estimated at around USD 200 billion per year globally.

Further data from WHO shows that every minute one person goes blind in Indonesia. It also indicates that most of blind people in Indonesia comes from under privilege areas and lives in poverty. A survey in 1993-1995 on the health of eye and ear also illustrate that the level of blindness in Indonesia reaches 1.5 percent of the population, caused by cataract (0.78 percent), glaucoma (0.20 percent), refractive errors (0.14 percent) and other diseases related to aging (0.38 percent).

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#### **Note to Editors:**

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##### **Seeing is Believing**

Seeing is Believing is a global initiative to help tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB). IAPB is the leading umbrella organisation for non-governmental organisations working in the field of eye-care. Together with the World Health Organisation, it launched the 'Vision 2020 – The Right to Sight', a global campaign to eliminate avoidable blindness by 2020. To date, Seeing is Believing has raised over USD50 million for blindness initiatives and plans to raise a further USD50 million by 2020. Seeing is Believing is the single largest contributor to the development of Vision 2020 programmes through IAPB. As part of the Seeing is Believing programme, Standard Chartered pledges to match all donations until the target of USD100 million is reached.

[www.seeingisbelieving.org](http://www.seeingisbelieving.org)