



press release

World Sight Day 2013 Celebration Collaborative Partnership Standard Chartered Bank with HKI Indonesia In Improving Access to Children Eye Health Services

Surabaya, 24 Oct 2013 – To celebrate the World Sight Day, Standard Chartered together with Helen Keller International, East Java Health Department, and several partners in eye health community held a major event on eye health campaign to public. Some of the activities include eye health examination to paediatric ophthalmology children, eyeglasses distributions to students, eye abnormality socialization, free consultancy services, eyeglasses free repair, and photo exhibition. These activities were performed in a public clinic Puskemas Waru, Sidoarjo, East Java.

This Seeing is Believing program is being implemented in East Java from December 2010 to November 2013. The program is a comprehensive eye health service for children, which include the REPO program (Refractive Error and Pediatric Ophthalmology Program). This program focuses on public schools, the community and clinics.

The CEO of Standard Chartered Bank Indonesia, Tom Aaker, said: "SiB is a global initiative by Standard Chartered Bank to combat avoidable blindness. This program was first started in 2003 by our staffs. In East Java, the funds allocated were USD 1 million. This is our support to fight growing eye health issue in the community. It includes early detection to children eye health in the community and schools, distribution of eyeglasses to students and teachers among the poor, and also special eye health services to children. This fund raising activity involve staffs and the community."

"Total blindness is a social issue that cannot be resolved easily. This issue must be collectively anticipated by all members of the community. Including from business group such as Standard Chartered Bank. Globally, our fund raising target is USD 100 million until 2020 to address eye health issues all over the world," add Tom.

In the meantime, Widya Prasetyanti – Operation Manager – Eye Healthy Program Helen Keller International Indonesia, said: "Eyes play a very important role for collecting information for mankind. Eyes absorb 83% of information. Blindness in children has longer impact since they would have to live with it for all of their lives. This will inhibit their self-development and their social lives. Detection of eye health issue must be done as early as possible, along with other basic health examination. This model developed in East Java attempts to establish a synergy of children eye health services at the primary, secondary and tertiary levels."

At the same occasion, the Senior Regional Head of Standard Chartered Bank for eastern Indonesia, Dewi Yoewono, said: "Standard Chartered with 85,000 staffs all over the work is the main sponsor of the Seeing is Believing program. Many staffs use their leave entitlements to work as volunteers and to participate in this program. This aims at improving awareness on eye health issues in the local community as well as strengthening our brand promise 'Here for Good'."

Various members of the community attended the activity today, from children to adults. Also present, the Head of East Java Health Department, Dr. Harsono SiB IAPB, SiB IAPB Programme Manager from London, Sally Crook, and SiB Programme Manager Group Sustainability Standard Chartered Bank London, Stefan Chojnicki, including several staffs of Standard Chartered Bank who volunteered to distribute eyeglasses.

Untuk informasi lebih lanjut, harap hubungi:

A. Arno Kermaputra

Corporate Affairs

Standard Chartered Bank

Tel.: 021- 25550000 Fax: 021-5719625

Email: CorporateAffairs_Indonesia@sc.com

Note 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 68 markets, the Group offers exciting and challenging international career opportunities for nearly 89,000 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 49,000 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.co.id. Follow Standard Chartered at www.facebook.com/standardcharteredindonesia.