



press release

Standard Chartered Trophy: Road to Anfield – Indonesia 2014, Supporting Community through Soccer

A lifetime experience to score goal at Anfield's Kop end

JAKARTA, February 13, 2014 --- Forty Indonesian teams will participate in 3rd annual "Standard Chartered Indonesia Trophy: Road to Anfield 2014 (SC Trophy)" *futsal* tournament, for the chance to win an unique opportunity to represent Indonesia and play on the hallowed turf at Anfield, home of Liverpool Football Club in May 2014. The SC Trophy participant's registration was formally opened today by the Chief Executive Officer of Standard Chartered Bank Indonesia **Tom Aaker**, former national coach team **Yeyen Tumena**, and BIGREDS Indonesia (Indonesian Official Liverpool Supporters Club) President **Andhika Suksmana**. This year's local tournament will also see SC Trophy participants contributing directly towards "Seeing is Believing (SiB)", the Bank's eye health care programme.

The SC Trophy is an annual 5-aside football tournament (*futsal*) comprising of a qualification tournament that takes place in various markets within the Standard Chartered global network. This year, the *futsal* tournament entered its third year, with an ever increasing number of countries participating. In 2012 and 2013 there were ten countries participating, this year there are 14 countries including Indonesia. The other countries are Europe, Hong Kong, Singapore, Malaysia, Nigeria, Kenya, Thailand, Korea, MENA (including Bahrain, Lebanon, Oman, Jordan, Qatar, UAE) region, Bangladesh, Vietnam, The Gambia, and Pakistan.

Standard Chartered Bank Indonesia Chief Executive Officer **Tom Aaker**, said "As one of the international banks that have been part of this country for more than 150 years, we are proud that Standard Chartered remains committed to the communities in which we operate, including through various community investment programmes. One of them is "Seeing is Believing" which focuses towards tackling issues on the avoidable blindness. During 2013, a variety of fundraising activities to support the activities of "Seeing is Believing" in Indonesia have also been completed and the total accumulated funds from sports activities such as Half-Marathon race, long-distance cycling and football tournaments reaches a total of USD195,156.

"Indonesia is one of the countries that participated in the SC Trophy tournament since its first event back in 2012. Through this event, not only do we hope to continue strengthening relationships with clients, customers, the media, and communities through *futsal* and giving them a memorable experience related to Liverpool FC. We are also proud to say that we continuously contribute in preparing the next leaders by strengthening the spirit of teamwork and sportsmanship through sports" added **Aaker**.

Meanwhile, Liverpool FC Champion Committee from Standard Chartered Bank Indonesia **Jozi Rachman** added “The *futsal* tournament this year will be more interesting. In addition to the increased number of teams, we will also hold a photo story competition on our Facebook page as well as a get-together session with the BIGREDS Indonesia to watch the match between Liverpool FC team and Swansea City on February 23, 2014.”

The Standard Chartered Trophy tournament comprises of two phases – the local qualifying tournament to be held in each participating market, and the “Standard Chartered Trophy Finals (the Finals)”, which will be staged at Anfield on 13 May 2014.

There will be 40 teams participating in the local qualifying tournament comprising of staffs, customers, clients, community, and media houses. The winning team of the local qualifying tournament will have a chance to win a “money-can’t-buy” experience at Liverpool FC. In addition, they will also receive prize money of IDR 5 million, a special coaching clinic session with former national coach team **Yeyen Tumena**, and an all-expense paid trip to Liverpool FC’s home ground, Anfield to play at the Finals.

Once in Liverpool, the winning team will attend Liverpool’s final home game of the 2013/2014 season against Newcastle United at Anfield; enjoy a sightseeing tour at the home of the Beatles, as well as to Anfield stadium and Anfield Museum tour; and receive professional training with Liverpool FC legends and coaches at Liverpool FC Academy to help them prepare for the Finals tournament. The winning team at the Standard Chartered Trophy Finals will win the coveted ‘**Standard Chartered Trophy**’.

The second and third winning team will bring home prize money of IDR3 million and IDR2 million respectively. Special category awards will also be given to such as Top Scorer, Best Player, and Best Goalkeeper at the local qualifying tournament.

Football lovers can also stand to win prizes by participating in the photo story competition, held on the Bank’s Facebook page between 26 February and 13 March 2014. Prizes include footballs signed by Liverpool FC players for the five most attractive photo stories.

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

- 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

- Game format:
 - 8 minutes match with 5 minute break (with the exception of the Final). The duration of the Final will be 10 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

The local qualification tournament will be held in two phases. The first phase is the qualification phase up to quarter final, which will be held on 15 March 2014. Meanwhile, the semi-final and final phase will be held on 16 March 2014. Both tournaments will be located at Vidi Arena Futsal Stadium at Jalan Jenderal Gatot Subroto, Pancoran.

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.sc.com/id.

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For further information, please contact:

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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 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 70 markets, the Group offers exciting and challenging international career opportunities to over 88,000 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'.

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 50,000 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.sc.com/id. Follow Standard Chartered on www.facebook.com/standardchartered and on Twitter [@StanChart](https://twitter.com/StanChart). Hear from our experts and comment on our blog, visit ourviews.sc.com.

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 had been renewed in 2013 when Liverpool Football Club and Standard Chartered Bank 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. 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.