



press release

Standard Chartered Bank Indonesia Announces “This is Our Home Ground” Campaign and Inaugurate LFC Corner

Celebrating the passion of one big Liverpool FC family

JAKARTA, April 22, 2014 --- Indonesia football fans will enjoy another exciting football season with Standard Chartered and Liverpool Football Club (LFC) and win unique opportunities through the Bank’s global campaign, “This is Our Home Ground”. The kick-off of “This is Our Home Ground” campaign in Indonesia, which was officiated today by the Chief Executive Officer of Standard Chartered Bank Indonesia **Tom Aaker**, BIGREDS Indonesia (Indonesian Official Liverpool Supporters Club) Board of Advisor **Andhika Suksmana**, and BIGREDS Indonesia President **Fajar Nugraha**, aims to celebrate the passion of one big Liverpool FC family towards the Bank’s stakeholders in Indonesia.

“This is Our Home Ground” is a global campaign that aims to continue excitement and spirits by bringing the Anfield home ground experience to Liverpool Football Club (LFC) fans across all the markets in Asia, Africa, and Middle East. Aside Indonesia, this campaign is also introduced in other markets such as Singapore, Malaysia, Thailand, India, China, Middle East, and Africa. In Indonesia, the kick-off of this campaign is also followed with inauguration of LFC Corner at the Bank’s five main offices in three cities. Moreover, the LFC Corner will also be available at all branches by end of 2014.

Standard Chartered Bank Indonesia Chief Executive Officer **Tom Aaker**, said “As one of the international banks that have been part of Indonesia for more than 150 years, we are proud that Standard Chartered Bank remains committed to the communities in which we operate. The announcement of “This Is Our Home Ground” global campaign is to re-affirm the Bank’s commitment and a great chance to bring together the Bank’s stakeholders in Indonesia including our staff, clients, media, community, as well as fans clubs, to feel the REDS spirit.”

“Football is the world’s most popular sport and LFC is one of the most popular teams in markets where Standard Chartered operates including in Indonesia as it is very inclusive, played by many regardless their age, profession, gender or intellectual and cultural background. It is very much in line with Standard Chartered Bank’s belief in the Diversity and Inclusion values”.

Meanwhile, **Lanny Hendra**, Country Head of Retails Clients Standard Chartered Bank Indonesia added “It is indeed an exciting time for us at Standard Chartered Bank and “This is Our Home Ground” presents various exciting offers to everyone. Our LFC Corner also has exciting retail clients offerings for our customers. Lastly, for students at schools, we have also a special financial literacy programme where they can play soccer and learn finance in a fun way.”

Football lovers and LFC fans can have the opportunity to win prizes by participating in the “This is Our Home Ground” photo competition by sending their photos via Instagram with the hash tag #CelebrateLFC competition between 16 April and 13 May 2014. All submitted photos using that hashtag will be automatically uploaded to thisisourhomeground.com. Prizes include balls and jerseys signed by Liverpool FC players.

Further information is available at Standard Chartered Bank Indonesia’s website at www.sc.com/id or like our Facebook fans page at Standard Chartered Indonesia.

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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.