



## **Standard Chartered renew LFC partnership**

*Partnership extended to run until end of 2018/19 season*

**LONDON, 21 April 2015** – Today, Liverpool Football Club and Standard Chartered Bank are pleased to announce a three year extension to their main sponsor agreement, taking the Bank's partnership with the Club through to the end of the 2018/19 season.

The Bank originally signed up as the Club's main sponsor in July 2010, and the Standard Chartered logo has now appeared on the front of the Reds' shirts for the last five seasons. Following an extension of the partnership in 2013, the sponsorship has now been extended further to run until 30 May 2019. Financial terms of the agreement remain confidential.

Over the last five years, Standard Chartered and Liverpool FC have used their partnership to support a number of the Bank's award-winning sustainability and community investment programmes. The annual 'Perfect Match' game – where LFC players swap the Standard Chartered logo on their shirts for the Seeing is Believing logo – has raised more than USD340,000 to tackle avoidable blindness. The sponsorship has also allowed the Bank to leverage the Club's impressive social media presence to educate and share awareness on HIV / AIDS on successive World AIDS Days, supporting the Bank's Living with HIV programme.

The sponsorship has enabled the Bank to connect with customers, clients and staff around the world, through money-can't-buy opportunities such as the Liverpool Legend-led soccer clinics which have reached more than 3,500 children across 16 of the Bank's markets, and the Standard Chartered Trophy. This annual five-a-side football tournament provides teams from around the world the opportunity to play at Anfield Stadium. Retail Banking campaigns and promotions across markets including Thailand, Korea, Malaysia, Indonesia, Hong Kong and Brunei further demonstrate the power of the sponsorship to engage existing and potential customers and improve brand awareness.

**Billy Hogan**, Chief Commercial Officer, Liverpool Football Club, said: “This extension further demonstrates the great strength of our long term relationship and the success of our partnership with Standard Chartered. The sponsorship of the Liverpool shirt is extremely prestigious and only five brands will have adorned the shirt in the 40 years since we created the sponsorship opportunity. At the end of this term we will have been working in partnership with Standard Chartered for almost a decade and we continue to collaborate on our shared values, passion and commitment to the community.”

**Peter Sands**, Group Chief Executive, Standard Chartered PLC, said: “Liverpool Football Club is a fantastic club and hugely popular across our global footprint. Over the last five years our partnership has allowed us to deepen our engagement with our customers, clients and staff, and has provided valuable support to the charitable initiatives close to our hearts. We are very pleased to be able to continue this collaboration, and look forward to what we can achieve together in the future.”

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**Notes to Editors:**

#### **Liverpool Football Club**

Founded in 1892, Liverpool FC is one of the world’s most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields

As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities managing over 20 projects all-year round in education, social inclusion, health and sports development. Its contribution was recognised by the award of a Community Mark from Business In The Community

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities

#### **Standard Chartered**

We are a leading international banking group, with more than 90,000 employees and a 150-year history in some of the world’s most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good. Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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