



press release

60 teams face off for ticket to Anfield

60 staff, customers and media teams to battle it out for a fully paid trip to represent East Africa at the Standard Chartered Trophy Finals, to be played at Anfield, the home of Liverpool FC, on 8th May 2015.

Nairobi, 16th February 2015 – The Standard Chartered Road to Anfield 2015 edition has been expanded this year to include teams from Tanzania and Uganda. Announcing this Lamin Manjang Standard Chartered CEO disclosed that 60 teams will converge at the Kenya School of Monetary Studies on 21st and 22nd February to battle it out for the ticket to represent Kenya. The winners of the regional event scheduled for 7th March 2015 will take on the qualifiers from Uganda and Tanzania.

Mr Manjang said the agreement between Standard Chartered and Liverpool Football Club entitles the Bank to leverage on the sponsorship not only to promote the brand but also give back to the community and reward the institution's partners and clients.

"In view of this we have invited 60 teams for the Kenyan Chapter of the tournament drawn from our staff, customers and the media to participate in the **Standard Chartered Trophy – Road to Anfield 2015**," said Manjang.

The winner will represent East Africa in Anfield, where a total of 10 teams from across the Standard Chartered Group network will tussle it out for the trophy on 8th May 2015. In addition, the teams will attend an EPL match at Anfield, and will receive a professional training session with LFC legends and coaches to help them prepare for the Final tournament. Second and third-placed teams in the East African regional tournament will win consolation prizes from Liverpool and Standard Chartered Bank – East Africa.

Aptly named the Road to Anfield, the Standard Chartered Trophy will be played in a 2-day 5-a-side tournament. The group matches will be played in a round-robin on the first day before the knock-out phase and the Finals on the second and final day.

The teams will feature 5 players on the pitch and 2 reserves. Each game shall be played for 8 minutes (each half being 4 minutes and 2 min switch-over). During the knock-out phase, in the unlikely event of a draw, the game shall be decided by post-match penalty kicks.

The Standard Chartered Trophy – Road to Anfield initiative is part of the sponsorship by Standard Chartered Bank and Liverpool FC from the English Premier League – the biggest football premier league in the world.

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For further information, please contact:

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Notes to Editors:

Standard Chartered's sponsorship of Liverpool FC

On 14th 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 and runs through to the end of the 2015-16 season, sees Standard Chartered's name and logo appear on the Liverpool FC shirt. This is the largest commercial agreement in the Club's history. 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.

Standard Chartered Bank in Kenya

Standard Chartered Bank Kenya Limited was established in 1911 with the first branch opened in Mombasa Treasury Square.

Today, 102 years later, Standard Chartered Bank is one of the leading Banks in Kenya, with an excellent franchise. It has a total of 34 branches spread across the country, 97 automated teller machines (ATMs) and 1,900 employees.

Standard Chartered Bank Kenya Limited has local shareholding of about 25%, comprising about 32,000 shareholders. It is a publicly quoted company on the Nairobi Securities Exchange since 1989.

Our capital, deposit base, and lending portfolio is reported in Kenya Shillings, and we offer a variety of local and foreign currency accounts, both deposit and loan, to our customers. We are also one of the leading lenders to the Kenyan agricultural sector.

Further underpinning its importance, Standard Chartered Bank Kenya Limited hosts the regional Shared Service Centre hub supporting the Bank's technology operations in Uganda, Tanzania, Zambia and Botswana and South Africa on a real time basis.

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