

press release

Liverpool FC fans get the chance to win a limited edition signed shirt

Standard Chartered launches social media competition aimed at raising awareness of Seeing is Believing

Pakistan, 05 February 2013 – Standard Chartered Bank launched a regional social media competition where fans stand a chance to win a limited edition signed Liverpool Football Club (LFC) shirt. The LFC shirt will have the Seeing is Believing logo instead of the Standard Chartered logo to raise awareness about the Bank's global initiative to raise USD 100 million by the year 2020 to eliminate avoidable blindness. The LFC team will be wearing the limited edition shirts on Monday 11 February in their match against West Bromwich. The match will be called, "The Perfect Match".

To win a signed shirt, LFC fans in Pakistan need to take part in the "Perfect Match" competition by visiting the Bank's facebook page www.facebook.com/standardcharteredpk. The competition will continue till 11 February, 2013.

The winner will be selected by a panel of judges from Standard Chartered Bank who will decide on the winners based on originality, creativity and relevance of the entries to the Perfect Match theme. Winners will be announced on the page on Wednesday, 13 February, 2013.

Since becoming the main sponsor of Liverpool FC in 2010, Standard Chartered Bank and the football club joined forces to raise awareness and funds for 'Seeing is Believing', the Bank's flagship initiative for avoidable blindness and visual impairment. Joined activities and projects included football clinics for the visually impaired children across the globe as well as two consecutive seasons to gain international exposure for Seeing is Believing. Standard Chartered Bank partnered through this initiative with the International Agency for the

Prevention of Blindness (IAPB) and leading eye-care NGOs to improve access to eye-care across the Middle East, Asia, Africa and South America. Since 2003, the Bank has raised USD50 million and helped more than 28 million people.

-Ends-

For further information please contact:

Tasneem Mirza
Manager, Media Relations
Standard Chartered Bank
T: +92 21 32450942
M: +92 300 2185899
E-mail: Tasneem.Mirza@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 70 markets, the Group offers exciting and challenging international career opportunities for nearly 87,000 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'.

For further information please visit www.standardchartered.com. Follow Standard Chartered at www.facebook.com/standardcharteredbh and on Twitter [@StanChartMENAP](https://twitter.com/StanChartMENAP).