



## LFC TOUR 2013

THAILAND

PRESENTED BY



Tuesday 3 April 2013

### **Standard Chartered gives unique experience to customers and Liverpool FC fans**

- **Exclusive privilege for Standard Chartered customers to be the first to book the best seats**
- **15% discount when buying match tickets through Standard Chartered debit/credit cards**

Today (*3 April 2013*) – Standard Chartered Bank (Thai) announced that Liverpool Football Club have confirmed a visit to Thailand from 26-28 July 2013 as part of their 2013 pre-season tour, presented by Standard Chartered. ‘The Reds’ will play a match in Bangkok’s Rajamangala National Stadium on Sunday 28 July. As the club’s official sponsor, Standard Chartered Bank (Thai) will be offering various activities for customers and fans e.g. attending the training session, a ‘Meet & Greet’ session, cocktail party, football clinic, and a match-day mascot contest for kids. Standard Chartered customers will get exclusive privileges in being the first to be able to book the best seats, and get a 15% discount when buying the match tickets through Standard Chartered debit/credit cards.

Ms. Lyn Kok, President and CEO of Standard Chartered Bank (Thai) said, “I am delighted that yesterday Liverpool FC announced the confirmation of their visit to

Thailand. This coming of the Reds, who last visited Thailand in 2009, will be their fourth visit to Thailand.” The first visit was back in 2001.

“The Bank became the official partner of the Club in July 2010. Since then we have been leveraging our association with this iconic club in order to elevate the brand association with clients and customers and encourage them to bank with us. Putting this in perspective, our global brand awareness increased to 43% in 2012.

“Based on the survey by SPORT+MARKT - one of the leading research and consultancy companies in international sport marketing and sponsoring, Thailand is one of the most important markets for Liverpool FC as there are 14 million fans here, which accounts for 21% of the total number of fans all over the world. So we believe Liverpool will once again receive a very warm welcome from Thai supporters,” continued Ms. Kok.

Mr. Ramakrishnan Subramanian, Head of Consumer Banking of Standard Chartered Bank (Thai) mentioned the exclusive privileges for Standard Chartered customers: “Since the partnership started in 2010, Standard Chartered Bank (Thai) has been building the brand awareness through fan activities. On the business front, we have consistently been innovating and designing our banking products to expand our customer base while fulfilling the fans’ enduring passion for the football club.

“As the official sponsor of the Club, Standard Chartered customers will be the first to buy the match-day tickets for the match between Liverpool FC and the Thai national football team before anyone else in Thailand, during the Standard Chartered Early Bird Exclusive in the fourth week of April. Purchases can be made through Thai Ticket Major. Customers will enjoy up to 15%<sup>1</sup> in discount when buying tickets through any Standard Chartered debit/credit cards from the fourth week of April until tickets are sold out. A complimentary pass to the players’ training session is provided with every ticket at the price of THB 2,000 and above,” concluded Mr. Subramanian.

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<sup>1</sup> Maximum 4 tickets for each debit/credit card

The Club's 3-day visit in July will provide us with a premier stage to better connect with our current clients and customers, and encourage more Liverpool FC fans to bank with Standard Chartered. A wide range of activities will be offered to the Bank's clients, customers and fans during the three-day visit as follows:

- 26 July 2013
  - Attending the team's training session including 'Meet & Greet' with players exclusively for Priority and International Banking and Wholesale Banking clients
  - Cocktail Party with players exclusively for corporate clients only
- 27 July 2013
  - 'Meet & Greet' public event at Siam Paragon
  - Afternoon Tea for players and Wholesale Banking clients
- 28 July 2013
  - Football Clinic for children between 7 and 14 years of age with Liverpool FC academy coaches and LFC legends
  - Games and Autograph Session at Standard Chartered booth at Rajamangala National Stadium
  - Friendly Match against the Thai national football team at Rajamangala National Stadium

Prior to the three-day visit, there will be the match-day mascot contest for kids. The winners will get a chance to escort players from Liverpool FC and Thai national football team onto the pitch.

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**For more information, please contact:**

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