

# press release

Wednesday 12 June 2013

## **Standard Chartered and Central Pattana launch fanfare activities to welcome the LFC Tour 2013 in Bangkok**

- **Shop at Central World with Standard Chartered debit or credit card and stand a chance to join “Meet & Greet” session with Liverpool FC players**
- **Coming this July, Standard Chartered Bank (Thai) is launching Liverpool credit card and “LFC Collectible” gift set with 4 distinctive designs of players from different eras**

*Today (12 June 2013) Standard Chartered bank (Thai) Pcl in collaboration with Central Pattana Pcl hold a press conference to announce series of activities to please the Liverpool FC fans in Thailand on the back of Liverpool FC pre-season tour 2013 in Bangkok during 26-28 July.*

**Ms. Napas Paorohitya, Senior Executive Vice President, Standard Chartered Bank (Thai)** stated “Standard Chartered Bank has become official sponsor of the Liverpool FC since 2010. Here in Thailand, the Bank has been maximising our unique position to create brand awareness among passionate 14 million Liverpool fans. This year in July, Liverpool FC is coming to Thailand to play an exhibition match against the Thai national football team and the Bank is delighted to be organising various activities and offering privileges for our customers and the Club’s fans. They include kids mascot contest, where winners will walk hand-in-hand with the players onto the pitch, consumer events, “Meet & Greet” with

legends with the likes of Dietmar Hamann and current squad players. All these special activities will be held at the Central World.”

**Mr. Ongard Sukleartkamol, Vice President, Marketing, Central Pattana** said “Central Pattana is pleased to be welcoming the Liverpool FC to Thailand. The club is truly inspirational to many and has one of the largest fan-bases in Thailand. We are also delighted to be trusted as a venue host for various activities while Liverpool FC is in town. On the back of that, we also plan to give back to our customers to thoroughly enjoy the Liverpool experience at the Central World, where the top 10 spenders through Standard Chartered debit or credit card of each week in July will be invited to join an exclusive “Meet & Greet” session with Liverpool FC players on 27 July. A total of 40 customers are entitled to this privilege. Other benefits, including match-day tickets, training session passes and official Liverpool FC merchandises are also available for Standard Chartered cardholders through this promotion.”

Additionally, to satisfy the passion for the Thai Liverpool FC fans, Standard Chartered is scheduled to launch new products, including Liverpool credit card and the “LFC Collectible” gift cards that come in 4 distinctive designs. **Mr. Ramakrishnan Subramanian, Senior Executive Vice President, Consumer Banking**, stated “Building on the success the Bank received when launching Liverpool debit cards in 2011, Standard Chartered is launching 2 new products to welcome the Liverpool FC visit to Thailand. They include a credit card printed with official Liverpool FC crest, offered with an aim to increase spending via credit cards. Second are the “LFC Collectible” gift cards that come in distinctive 4 designs. Each design imprints graphic of top players from the 1970s, 1980s, 1990s, and present eras. The collectible set is limited-edition and stylishly packaged. A set is priced at THB 3,000 whereby each gift card is also sold separately at THB 600 each. For every customer purchasing the “LFC Collectible” either in set or individual card stands a chance to win a “Road to Anfield” package tour to Anfield, home of the Liverpool football club and watch a live premier league game up close.

The credit card holders is offered discount when booking hotels with Agoda and cash back when spending at supermarkets or gas stations nationwide. Additional privileges offered by the Liverpool Visa Platinum credit card include:

- **The Kop Point:** on the day Liverpool FC wins a Premier League match, card holders receive 5x points on the card.
- **The Kop Discount:** receive up to 10% discount on official Liverpool merchandises and discount on participating football pitches.
- **The Kop Spending:** receive exclusive official Liverpool merchandise, namely autographed football and jersey every month until June 2014 when meeting the spending limit (terms and conditions applied).

- **The Kop Catalogue:** our card points value more than other cards when purchasing official Liverpool merchandise.

The “LFC Collectible” and Liverpool credit cards will be available on July 2013 onwards.

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