

press release

Standard Chartered Announces Launch of ASEAN Celebrates Ten – Transforming Communities Month

Bank to mark two major milestones across ASEAN region in October

1 October 2013, Bangkok – Standard Chartered Bank will mark two major milestones in South East Asia in October – The Bank’s presence in all ten ASEAN markets and the commemoration of the 10th anniversary of its global community investment initiatives Seeing is Believing, a programme aimed at tackling avoidable blindness, and Living with HIV, an HIV and AIDS awareness programme.

Standard Chartered became the first international bank to establish a presence in all ten ASEAN markets earlier this year when it re-opened its representative office in Myanmar.

To celebrate these milestones Standard Chartered has designated the 10th month of this year as “ASEAN Celebrates Ten – Transforming Communities” month. The initiative will see 17,000 employees engaging in community development efforts in all ten ASEAN member countries.

“Standard Chartered’s brand promise is to be Here for good and we believe we can best demonstrate that by promoting sustainable economic development in the markets where we operate. This goes beyond supporting business transactions. It means standing by our clients during the tough times and truly committing to the betterment of local communities. ASEAN Celebrates Ten allows us to meaningfully mark these key milestones in ASEAN by reiterating our focus on local communities and sustainability.” said Neeraj Swaroop, Regional Chief Executive Officer, South East Asia (Excluding Singapore).

Key activities being undertaken in the ASEAN region include:

Brunei – Seeing is Believing eye screening and testing, Launch of Eye Glass programme in collaboration with Raja Isteri Pengiran Anak Saleha Hospital, Blindfolded bowling tournament with Brunei Darussalam Association of the Blind.

Indonesia – Sports for Sight fundraising event involving over 1,000 volunteers in Jakarta, Living with HIV education talks in primary schools, Launch of Seeing is Believing diabetic retinopathy clinic in Jogjakarta.

Malaysia – Seeing is Believing Charity Sale in Kuala Lumpur, financial education activities for Orang Asli children, tactile graphic workshop for blind students.

Myanmar – Financial education workshop with NGOs in Yangon

Philippines – Seeing is Believing eye screening and Living with HIV education talk at an elementary school in Manila, Seeing is Believing Charity Food Fair

Singapore – Silver Lining Carnival: A community event aimed at reaching out to 800 needy elderly with participation from over 1,000 staff volunteers, Seeing is Believing Charity Massage Day in partnership with the Singapore Association of the Visually Handicapped.

Thailand – Staff to volunteer at 10 schools for the blind across Thailand, Financial education sessions for blind women from the Sampran Rehabilitation & Training Centre

Vietnam – Seeing is Believing ASEAN charity food fairs in Hanoi and Ho Chi Minh City.

Cambodia & Laos – The most physically challenging fundraising event will see Standard Chartered employees undertake a 700km “Bike for Sight” challenge from Angkor Wat to Vientiane. The seven day challenge seeks to raise USD50,000 for Seeing is Believing. The volunteers will also participate in community improvement activities in villages along the route.

Those interested in supporting the riders in their fundraising efforts can do so by making a donation at this website: <http://seeingisbelieving.org/fundraising/cambodia-laos-%E2%80%93-bike-sight>

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Notes 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 around 90 per cent of its income and 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 to over 88,000 staff. It is committed to building a sustainable business over the long term and 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'.

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