

# press release

## Standard Chartered Bank holds final draw of the 'Yoola Omudidi' Promotion 2011 in Kampala

**Kampala, 21 January 2012:** Standard Chartered Bank today held its final draw of the Yoola Omudidi Promotion in Kampala in the Bank's premises at Plot 5 Speke Road. The draw which took place in the presence of Standard Chartered customers, staff, press and the general public saw 1 lucky customer become the 3rd winner of a brand new 2011 Toyota Hilux. The winner **Eastern Arch-Diocese Development** is domiciled at Jinja Branch. In addition to the Toyota Hilux, 1 customer walked away with a 42 inch LCD screen (**Eagle Investment Limited**), 2 lucky customers won home theatre systems, (**Mecca Trading Company and Mulinde M & Catherine**) 2 customers won Microwaves (**Just Trading Company and Alex Nicholas Warren Rodrigue**) 3 customers won DSTV dishes fully connected with decoders and 3 months subscription (**Fred Ssebyala, Agnes Mwije and Simbamanyo Estate Limited**), 2 walked away with digital cameras (**Sarah Kaaya Nabagala and Mark Samuel Oloya**) and 2 with **Samsung Galaxy tabs (Gately on the Nile and Michelle Baguma)**. This campaign was geared at promoting a savings culture, rewarding loyalty and making banking fun and enjoyable. This is the 5<sup>th</sup> time that the Bank is running such a campaign.

This draw also coincided with the Regional draw for Kampala specific customers where one customer, **Ramzan Motors Limited**, won an all expenses paid trip to England using Turkish Airlines to watch Liverpool play live at Anfield.

The function was presided over by Mr Moses Adriko, a Non Executive Director at Standard Chartered Bank. He thanked all the customers who participated in the 5 month long campaign and congratulated those who won different items. He said,

*"I wish to thank all our customers for the support you have given us over the years, as we celebrate 100 years of existence in Uganda. Without this support we would not have made it. We also wish to thank all those customers that participated in the Yoola Omudidi campaign. Whether you won an item or not, you are all winners because the money you deposited with us is your savings. The Yoola Omudidi promotion is simply part of many other initiatives run in 2011. Some of the key highlights in 2011 include the development of China's currency market with expanded capabilities, where traders no longer need to convert Uganda Shillings first into USD and then into the Chinese currency, thereby reducing foreign exchange losses. In 2011 we also re-launched our Straight2Bank, a state of the art internet banking platform designed to offer our more flexible cash management, trade, securities and payment solutions to our SME and Corporate customers. In addition to this, we also introduced Borderless Banking between Kenya and Uganda and refreshed our SME Banking offering. We pledge our continued commitment to Uganda, and to continue coming up with innovative solutions for the evolving needs of our customer. We are here for our customers, here for good", said Adriko.*

Ms Carol Nassamula, the Branch Manager of Speke Road Branch, thanked customers for the very positive response they showed towards the campaign. She urged them to maintain this support by continuing to bank with Standard Chartered.

The innovative promotion was run in partnership with Toyota Uganda, Samsung, Turkish Airlines and MultiChoice Uganda. It centered on local currency personal and SME (Business) accounts, that

is, the Savings Accounts and Current Accounts. Three categories of draws are held i.e., the monthly draws, Regional Draws, and the Grand Draw. To join the campaign, new customers were required to open a current or savings account with a minimum balance of Ugx 500,000 while existing customers simply needed to maintain a minimum balance of Ugx 500,000. This entitled them to a coupon which entered them into the monthly draws. For every Ugx 500,000 the customer had, they would get a coupon which entered them into the draw and for every additional deposit of Ugx 500,000, they could pick a coupon and increase their chances of winning in the monthly draws and grand draw.

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## Notes to Editors

### Standard Chartered Bank in Uganda

Standard Chartered Bank Uganda is a member of the Standard Chartered Group. The Bank has been operating in Uganda for **100 years**. As Uganda's first bank, established in 1912, it currently has a network of 11 branches, 29 ATMs spread across the country. The Bank employs over 500 people. Standard Chartered's core businesses in Uganda are in Consumer Banking and Wholesale Banking (Origination & Client Coverage and Global Markets) products and services.

Standard Chartered is committed to the community in Uganda through various community relations programs, working closely with the Ministry of Health, Uganda Red Cross, Sight Savers International and Water Aid. The Bank's philanthropic work in Uganda was recognized when it won two awards from the Federation of Uganda Employers.

Standard Chartered Bank won the Euromoney Award for Best Bank in Uganda, 2009 and 2010, the emea Finance Best Bank in Uganda 2009 and 2010, and was recognized by Consumer Insights as the best bank in customer service in Uganda. The Bank also won the Federation of Uganda Employer's Award for best in Training and Development for 2008.

### Standard Chartered – leading the way in Asia, Africa and the Middle East

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. 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.

With 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit [www.standardchartered.com](http://www.standardchartered.com)

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