



press release

Standard Chartered Bank joins Liverpool fans in blood donation drive

20 April 2013 - Kampala, Uganda: Standard Chartered Bank- the shirt sponsors of English Club Liverpool FC will be joining hands with Liverpool fans in Uganda in a blood donation drive, as the two seek to further harness the relationship with the local LFC fans club as part of their international sponsorship.

The blood donation drive in conjunction with The Uganda blood Transfusion will be held at KCC Grounds starting from 9am-12am during a friendly interactive match involving the Standard Chartered Bank employees and the Uganda Liverpool Fans club.

Before the friendly encounter, the children of the Liverpool family and those of Standard Chartered Bank will open the games by playing a friendly match at the same venue.

The match is one of the activities to enable the Liverpool fans unite and share ideas that will help each other in progressing the fan's club agenda and development.

While delivering his remarks, the Managing Director, Standard Chartered Bank, Mr. Herman Kasekende thanked the fans for turning up for the fun football match, their unwavering support to the club, their enthusiasm and loyalty. He told the fans that Standard Chartered Bank was proud of the Liverpool sponsorship and was proud to make the association with the local fans club.

"We are all fans of a club and we are joined together by a passion. But we want to give meaning beyond just watching a club on the screen, having fun and going back home. We want to turn this interaction into a more beneficial project," said Aldrine Nsubuga, the interim Head of the [Liverpool FC fans Club Uganda Chapter](#).

The fans are looking at receiving several benefits from a close association with Standard Chartered Bank like having developmental talks around financial literacy, saving and investment techniques, actively participating in community service through the bank's comprehensive CSR projects, as well as family interactions, match viewing parties and sharing ideas that can improve their lifestyle through the game of football and the support of the LFC club.

"We are proud that we are working together with the Uganda Liverpool supporters. We as the bank are committed to see to it that our support as shirt sponsors for Liverpool trickles down to Uganda. [We are looking forward towards using this famous club history and partnership to create useful people in the communities that we operate our business interms of improving lifestyle, enhancing investment techniques and also encourage saving culture.](#) We are more than willing as a financial institution to always come in and offer financial advice to you," said Herbert Zake the Bank's Head of Corporate Affairs.

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Notes to Editors

About Standard Chartered Bank's Liverpool Sponsorship

and Standard Chartered Bank signed a four-year deal for the bank to become the Liverpool FC club's main sponsor - the largest commercial agreement in Liverpool's history. The agreement, which started in July 2010 runs through to the end of the 2013-14 season. This sponsorship has seen the bank's name and logo appear on the Liverpool shirt since inception.

Liverpool FC is the most successful club in English football, enjoying a global following as evidenced in its highly successful pre-season tours of Singapore and Thailand. As official club sponsors, Standard

Chartered enjoys a major rights package which provides the platform to significantly step up the Bank's brand awareness across its core markets in Asia, Africa and the Middle East.

About 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 over 100 years having celebrated its centenary in August last year. As Uganda's first bank, established in 1912, it currently has a network of 12 branches and 30 ATMs spread across the country. The Bank employs over 500 people. Standard Chartered's core businesses in Uganda are in Consumer Banking, Corporate and Institutional Banking 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, World Vision and Water Aid. The Bank's philanthropic work in Uganda was recognized when we won the awards below;

- Bank of the Year" 2012 in Uganda - FT-The Banker - Bank of the Year
- Euromoney Best Bank in Uganda 2009 & 2010
- EMEA Finance Best Foreign Bank in Uganda 2009, 2010 ,2011 & 2012
- Consumer Insights; Best Bank in customer service 2009

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 68 markets, the Group offers exciting and challenging international career opportunities to over 89,000 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'.

Standard Chartered has operated in Africa for over 150 years and the region remains a core part of the Bank's Group Strategic Intent. Standard Chartered Bank has over 170 branches in 15 African countries and over 7,000 staff. Standard Chartered Africa is a highly respected, well established "household name", with deep-rooted local knowledge and experience. The Bank also has a unique international footprint which enables it to facilitate the growth of international trade corridors between Africa and the rest of the world. With a world-class suite of products, services, distribution channels and systems, the Bank provides customers with increasingly sophisticated and pioneering banking services – unrivalled in Africa.

For further information please visit www.standardchartered.com. Follow Standard Chartered on www.facebook.com/standardchartered and on Twitter @StanChart.