

press release

Standard Chartered launches ASEAN Sustainability and Community Engagement Month

Bank reaffirms commitment to support local communities across region

3 October 2014, Hanoi, Vietnam – Standard Chartered Bank will engage with communities across ASEAN in the month of October to help raise awareness of health and education issues that may have an impact on the region's goal to foster Sustainable Economic Growth.

Standard Chartered, which has 17,000 staff in the region, is the only international bank that has a presence in all ten ASEAN markets. The initiative will see its employees engaging in community development efforts across the ASEAN region.

The Bank champions the importance of financial education for SMEs and youth, as well as the need to address health issues like avoidable blindness and HIV across its footprint of Asia, Africa and the Middle East.

When business owners and the young have limited access to finance and education, society suffers as economic and social opportunities are restricted. Providing access to financial education to these groups can boost job creation, raise income and reduce financial vulnerability.

Similarly, health concerns like visual impairment and HIV diminish the quality of life for individuals and can negatively impact economic growth. The Bank has strived to help address these issues through Seeing is Believing – the Bank's global initiative to tackle avoidable blindness and visual impairment, Living with HIV – a global HIV and AIDS education programme that aims to reduce the number of new HIV infections and reduce the stigma associated with HIV. These efforts are driven by employee volunteering.

“Standard Chartered's brand promise is to be Here for good and we believe we can demonstrate that by playing an active role in communities by helping to tackle issues that may hinder sustainable social and economic development. This is important because we believe that the long term success of our business depends on the health and prosperity of the communities in which we operate,” said Lim Cheng Teck, Chief Executive Officer, ASEAN.

Standard Chartered Vietnam CEO Nirukt Sapru elaborated: “2014 is a year of special significance for us here as we mark the 110th anniversary of the opening of our first branch in the country. It is a milestone

that underscores our long-term commitment to Vietnam, where we are investing more resources to capture the business opportunities available, and to drive investment, trade and the creation of wealth for Vietnam.”

Key activities taking place in the ASEAN region in October include:

Vietnam: The most physically challenging fundraising event will see staff undertake a 444km “Ride for Sight” challenge from Ho Chi Minh City to Da Lat then Nha Trang. Twenty cyclists will pedal five days from October 28 to November to seek to raise funds for Seeing is Believing. The riders are committed to raise USD20,000 fund. October 28 will also see the launch in Ho Chi Minh City for Goal Project, designed to provide adolescent girls with financial education, life skills and employability training so that they can play active roles in their families, communities, and the economy.

Brunei: The Bank will organise a charity auction to raise funds for Seeing is Believing; Staff will also be engaging with the elderly at a Senior Citizen day-care centre in Lambak.

Indonesia: The Bank will organise a series of sporting events to spread awareness of eye health in the community. Around 2000 staff, members of the media and the local Seeing is Believing partner will participate in the programme. Activities include a fun walk, a bike ride and Lomba bakiak, lomba balap karung competitions.

Malaysia: The Bank will facilitate the donation of 50,000 spectacle frames from Singapore Private Banking clients to the Ministry of Health. The eye glasses will be distributed to underprivileged communities across Malaysia.

Philippines: Staff volunteers will help build homes and deliver HIV awareness, Financial Education and eye-health sessions to children in areas around Manila; Seeing is Believing – The Bank will partner with the Cataract Foundation of the Philippines to conduct eye screening sessions in schools.

Singapore: In collaboration with the Movement for the Intellectually Disabled of Singapore (MINDS), an old item Collection Drive will be led by the Bank’s Environment Council. The items will be donated to the MINDS Thrift Shop, which provides employment and training opportunities for the intellectually disabled to learn retail and commercial skills.

Thailand: The Bank will be organising Financial Education Train-the-Trainer programmes for school teachers in primary schools in Bangkok; Staff volunteers will conduct Financial Education and Living with HIV awareness training for youths in Bangkok; The Bank sponsored Lampang Eye Foundation mobile eye care van will conduct eye checks at rural communities along the Thai-Myanmar border.

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Notes to Editors

Standard Chartered Bank (Vietnam) Limited

In Vietnam, Standard Chartered's history can be traced back to 1904 when the Bank opened its first branch in Saigon (now Ho Chi Minh City).

Following the official approval from the State Bank of Vietnam, effective 1 August 2009, Standard Chartered commenced operations in its locally incorporated entity – Standard Chartered Bank (Vietnam) Limited. Local Incorporation was an important milestone in Standard Chartered's development in Vietnam.

Standard Chartered now has three branches and employs over 850 staff. The Bank provides a full of suite banking products and services for corporates, financial institutions, small and medium enterprises and individuals.

Standard Chartered brings its international expertise and experience in other growing markets to Vietnam, where it actively contributes to the development of the banking and finance sector in the country. The Bank also plays an active role in the Vietnamese community and has demonstrated this through many social and charitable activities.

For more information, please visit: www.sc.com/vn and www.facebook.com/standardcharteredVN

Standard Chartered

We are a leading international banking group, with more than 90,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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