



## Standard Chartered renew LFC partnership

*Partnership extended to run until end of 2022/23 season*

**24 May 2018** - Liverpool Football Club and Standard Chartered Bank are pleased to announce a four-year extension to their main sponsor agreement, taking the Bank's partnership with the Club through to the end of the 2022/23 season.

The Bank first signed up as the Club's main sponsor in July 2010, and the agreement was extended in 2013 and again in 2015. Financial terms of the agreement remain confidential.

Liverpool FC has a large number of fans across Standard Chartered's core markets in Asia, Africa and the Middle East and the sponsorship provides the Bank with an opportunity to accelerate visibility of its brand, improving recognition across key markets around the world.

Additionally, over the last eight years Standard Chartered and Liverpool FC have used their partnership to support a number of the Bank's sustainability and community investment programmes. The annual 'Perfect Match' game – where LFC players swap the Standard Chartered logo on their shirts for the [Seeing is Believing](#) logo – has raised more than USD480,000 to tackle avoidable blindness.

Billy Hogan, Managing Director and Chief Commercial Officer, Liverpool Football Club said: "As a Club we're very proud to have Standard Chartered renew their relationship for another four years. Our connection runs deep, it means more than just sponsorship, from the outset it has been about working together with the Club and our communities and supporters around the world.

"Importantly, it also means we are able to support our ambitions on the pitch and compete with the best in the world. We have enjoyed many highlights of this relationship so far and I look forward to many more."

Bill Winters, Group Chief Executive, Standard Chartered, said: "Liverpool FC is one of the world's best-known football clubs and we are proud to be associated with them. It is a fantastic club that shares many of our values and is hugely popular across our global footprint. Our partnership has provided valuable support to the charitable initiatives close to our hearts and has helped us to further engage with our clients and staff as well as with LFC fans. We are excited to be able to continue this partnership, and look forward to building on our successful relationship."

**- ENDS -**

**For more information, please contact:**

Simon Kutner  
Executive Director, Media Relations  
Standard Chartered Bank  
+44 207 885 8696  
[Simon.kutner@sc.com](mailto:Simon.kutner@sc.com)

Liverpool FC PR Office  
+44 151 432 5686,  
[PR-Department@liverpoolfc.com](mailto:PR-Department@liverpoolfc.com)

**Notes to Editors:**

**Liverpool Football Club**

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.

As a socially responsible Club, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business In The Community.

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities

**Standard Chartered**

We are a leading international banking group, with more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

We are present in more than 60 markets, with over 1,000 branches and around 3,000 ATMs.

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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### **Seeing is Believing**

Seeing is Believing is a global initiative to tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) and its membership of eye health organisations.

For over a decade, Seeing is Believing has been supporting projects to tackle avoidable blindness and visual impairment around the world. To date, Seeing is Believing has raised over USD95 million against its target of USD100 million by 2020. Funds raised through Seeing is Believing represent the single largest cash contribution from the private sector to the development of eye health programmes through IAPB. As part of the Seeing is Believing programme, Standard Chartered pledges to match all donations until the target of USD100 million is reached.