

press release

Standard Chartered launches Goal in Vietnam to support socio-economic development

28 October 2014, Ho Chi Minh City, Vietnam – Standard Chartered today launched the three-year USD220,000 Goal project in Vietnam which aims to provide financial education, life skills and employability training to as many as 8,000 adolescent girls to empower them to play a more active role in their communities and the Vietnamese economy. The programme is rolling out in Hue and will expand to Hanoi and Ho Chi Minh City over 2015 and 2016.

Through a combination of sports and life skills training, Goal aims to empower and equip adolescent girls with the confidence, knowledge, and skills they need to be integral economic leaders in their families, communities, and societies. When girls play the sports, they have an opportunity to become physically stronger and healthier, develop a greater ownership and understanding of their bodies. Sport participation also offers girls a chance to develop their courage and overcome fears. Psychologically, sport can enhance a girl's self-esteem and self-efficacy. Sport also provides a natural platform to share information and educate girls and young women and their communities about women's rights.

Nirukt Sapru, Chief Executive Officer of Standard Chartered Vietnam, says: "Goal is Standard Chartered's commitment to adolescent girls globally to transform the lives of adolescent and underprivileged women by educating them on life skills such as financial literacy, health and hygiene, and teach them a sport. Standard Chartered invests in Goal because it believes adolescent girls have the potential to be the most significant agents of change in their families, communities, and economies. We believe Goal will be the launch pad for the girls to be empowered in a near future."

Empowering women is part of Standard Chartered's strategy for improving social and economic development in the Bank's markets. Goal was piloted in India 2006 and has expanded to other markets. In 2013 alone, it reached nearly 40,000 girls. In total, Goal has reached over 89,000 girls globally. The programme aims to reach an additional 500,000 adolescent girls from low income families in urban areas between 2013 and 2018 across the Bank's global footprint. Goal is run in partnership with international NGO Women Win and local partners. In Vietnam, the domestic partner is Football for All Vietnam.

The Vietnam Goal project launch is part of a series of meaningful activities Standard Chartered is organising for the communities and its clients and customers this month to celebrate its 110 years in Vietnam (1904 - 2014).

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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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