

press release

Standard Chartered keeps making funds to eliminate blindness

Bank has since 2003 raised USD75 million against its pledge to raise USD100 million by 2020

28 October 2014, Hanoi, Vietnam – Standard Chartered today flagged off its 444km “Ride for Sight” challenge in Vietnam to raise funds for Seeing is Believing, the Bank’s global charitable initiative to tackle avoidable blindness.

The start at Ho Chi Minh City Opera House sees 20 Standard Chartered staff and volunteers from Vietnam, across ASEAN and the UK cycle from Ho Chi Minh City to Da Lat then finish in Nha Trang on October 31. The volunteers, who will also have community engagement and cultural immersion at the Lam Dong Ethnic Boarding School, aim to raise at least USD20,000 for the programme.

“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 Nirukt Sapru, Chief Executive Officer, Standard Chartered Vietnam.

Seeing is Believing is a collaboration between Standard Chartered and the International Agency for the Prevention of Blindness. “We work with eye-care leaders to make sure that your donation has maximum impact. Every dollar that you raise is matched by Standard Chartered, doubling your impact on the ground,” said Mr. Sapru.

Since the programme’s inception in 2003, Seeing is Believing has reached a fundraising milestone of USD75 million, progressing towards its target to raise USD100 million by 2020, to bring affordable eye-care in areas of high need. The programme has reached 53 million people across Asia, Africa, the Middle East and Latin America, and three million sight restoring surgeries conducted. It is proven that a successful cataract surgery helps to reduce household poverty, increase engagement in productive activities and improve the quality of life in low-income families.

In Vietnam, the Bank has been actively working with partners to promote and support sight-restoration and eye-care programs. SiB has since 2004 restored eyesight and prevented blindness for 40,000 people, provided eye care services to 911,000 people, presented about 14,400 glasses to the short-sighted and trained millions of people about primary eye care. The program is in its fifth phase (2013-2016) in the provinces of Dak Nong, Lam Dong, Tien Giang and Vinh Long with USD1 million in funding. Standard Chartered staff from Vietnam and South Korea have partnered in making the fund.

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For further information please contact:

Ms. Trinh Nhu Quynh
Head of Corporate Affairs

Standard Chartered Bank (Vietnam) Ltd.

Level 18, Building 72, Keangnam Hanoi Landmark Tower, Pham Hung Road,
Me Tri Ward, Nam Tu Liem District Hanoi Vietnam
Phone: +84 4 39368124
Mobile: +84 984396185
Email: guynh.trinh-nhu@sc.com

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

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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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