

press release

Standard Chartered Announces Launch of ASEAN Celebrates Ten – Transforming Communities Month

30 September 2013, Hanoi, Vietnam - Standard Chartered Bank will mark two major milestones in South East Asia in October – The Bank's presence in all ten ASEAN markets and the commemoration of the 10th anniversary of its global community investment initiatives Seeing is Believing, a programme aimed at tackling avoidable blindness, and Living with HIV, an HIV and AIDS awareness programme.

Standard Chartered became the first international bank to establish a presence in all ten ASEAN markets earlier this year when it re-opened its representative office in Myanmar.

To celebrate these milestones Standard Chartered has designated the 10th month of this year as "ASEAN Celebrates Ten – Transforming Communities" month. The initiative will see 17,000 employees engaging in community development efforts in all ten ASEAN member countries.

"Standard Chartered's brand promise is to be Here for good and we believe we can best demonstrate that by promoting sustainable economic development in the markets where we operate. This goes beyond supporting business transactions. It means standing by our clients during the tough times and truly committing to the betterment of local communities. ASEAN Celebrates Ten allows us to meaningfully mark these key milestones in ASEAN by reiterating our focus on local communities and sustainability." said Neeraj Swaroop, Regional Chief Executive Officer, South East Asia (Excluding Singapore).

Key activities being undertaken in the ASEAN region include:

- **Brunei** – Seeing is Believing eye screening and testing, Launch of Eye Glass programme in collaboration with Raja Isteri Pengiran Anak Saleha Hospital, Blindfolded bowling tournament with Brunei Darussalam Association of the Blind.
- **Indonesia** – Sports for Sight fundraising event involving over 1,000 volunteers in Jakarta, Living with HIV education talks in primary schools, Launch of Seeing is Believing diabetic retinopathy clinic in Jogjakarta.
- **Malaysia** – Seeing is Believing Charity Sale in Kuala Lumpur, financial education activities for Orang Asli children, tactile graphic workshop for blind students.
- **Myanmar** – Financial education workshop with NGOs in Yangon

- **Philippines** – Seeing is Believing eye screening and Living with HIV education talk at an elementary school in Manila, Seeing is Believing Charity Food Fair
- **Singapore** – Silver Lining Carnival: A community event aimed at reaching out to 800 needy elderly with participation from over 1,000 staff volunteers, Seeing is Believing Charity Massage Day in partnership with the Singapore Association of the Visually Handicapped.
- **Thailand** – Staff to volunteer at 10 schools for the blind across Thailand, Financial education sessions for blind women from the Sampran Rehabilitation & Training Centre
- **Vietnam** – Seeing is Believing ASEAN charity food fairs in Hanoi and Ho Chi Minh City.
- **Cambodia & Laos** – The most physically challenging fundraising event will see Standard Chartered employees undertake a 700km “Bike for Sight” challenge from Angkor Wat to Vientiane. The seven day challenge seeks to raise USD50,000 for Seeing is Believing. The volunteers will also participate in community improvement activities in villages along the route.

Those interested in supporting the riders in their fundraising efforts can do so by making a donation at this website: <http://seeingisbelieving.org/fundraising/cambodia-laos-%E2%80%93-bike-sight>

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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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