

press release

Standard Chartered renew sponsorship with the Reds

19 July 2013 - Liverpool Football Club and Standard Chartered Bank, on 19 July 2013, announced a two year extension to their main sponsor agreement.

The bank signed up as the Club's main sponsor in July 2010, appearing on the front of the Red's shirt for the last three seasons. The partnership has now been extended to run until the end of the 2015/16 season. Financial terms of the agreement remain confidential.

Over the last three years, Standard Chartered and Liverpool FC have reaped the benefits of their partnership through a number of initiatives – in particular, through a series of award-winning charitable and community-based campaigns around the world. Fans, players, legends and staff have come together on a number of high-profile occasions to highlight and help tackle global issues such as preventable blindness and HIV awareness.

As part of the Club's strategy to bring fans closer to the Club no matter where they are in the world, Liverpool FC has just embarked on a tour of Asia and Australia in partnership with Standard Chartered, where they will play in front of packed stadiums in Jakarta, Melbourne and Bangkok.

"We have enjoyed a fantastic first three years with Standard Chartered. Not only are they a terrific partner because of their presence and commitment to Asia, Africa and the Middle East, where we have a significant fan base, but because we both share a passion for community. We are delighted to announce the extension of our partnership, which demonstrates the belief and continued commitment to the work that we are doing together and the values that we share. There is a very bright future ahead for Standard Chartered and Liverpool FC as we continue to grow the world's greatest football family," commented Billy Hogan, Chief Commercial Officer, Liverpool Football Club.

Peter Sands, Group Chief Executive of Standard Chartered PLC, said: "Our sponsorship of Liverpool Football Club has proved successful for both parties and we are delighted to be extending our partnership. Liverpool are hugely popular in the markets where we do business, and we are excited about the opportunity to continue to work with this fantastic club and their passionate fans."

--- ENDS ---

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

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.

For more information please visit www.sc.com. Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).