

press release

Seeing is Believing hits halfway point of USD100m fundraising target

17 July 2012, Hanoi, Vietnam – Seeing is Believing, Standard Chartered’s global charitable initiative to tackle avoidable blindness, has reached the halfway point in its efforts to raise US\$100 million to provide eye care to communities across the developing world. Since its launch in 2003, US\$50 million has been raised for Seeing is Believing, which has been used to tackle avoidable blindness in disadvantaged communities across Standard Chartered’s markets in Asia, Africa and the Middle East.

The US\$50 million milestone follows the commitment made by Standard Chartered at the Clinton Global Initiative in September 2011 to raise US\$100 million by 2020 to help eliminate avoidable blindness – reinforcing the Bank’s ‘Here for good’ brand promise. The Bank not only promotes and coordinates fundraising for Seeing is Believing, but also matches every dollar raised. The US\$50 million milestone equates to US\$25 million in raised funds and US\$25 million in matched funds.

Richard Meddings, Group Finance Director at Standard Chartered and Chairman of Seeing is Believing, said: “When we launched Seeing is Believing in 2003, I could hardly have imagined that come mid-2012, we’d have raised US\$50 million. Support for the cause has been fantastic, both from within Standard Chartered and outside the Bank.

Every dollar raised is matched by Standard Chartered and these funds have helped us reach over 28 million people in communities where eye care was once unaffordable or inaccessible. In millions of cases, the lives of adults and children have been transformed, through simple treatments and affordable surgeries. I’ve seen the results first-hand, and they are nothing short of remarkable. We are now focused on raising the next US\$50 million, thereby reaching our goal of raising US\$100 million by 2020.”

The US\$50 million raised for Seeing is Believing has helped fund more than 2.8 million eye operations, 4.9 million eye-care screenings and has enabled over 168,000 pairs of eye glasses to be distributed across Asia, Africa and the Middle East. Through Seeing is Believing, NGOs have helped move eye care up the public healthcare agenda in countries such as China, Ghana, Indonesia, Vietnam and South Africa.

The funds raised for Seeing is Believing have already been used to run eye-care projects in 24 countries. These projects include:

The establishment of 40 vision centres across India, which provide a financially sustainable model to ensure consistent and long-term eye care for people in communities such as rural areas and slums who have not traditionally had this access;

The training of over 200 mid-level ophthalmic staff in Nigeria, to increase the rate of cataract operations in Kano, Oyo and surrounding states by 50 per cent in order to help tackle a backlog of people needing surgery, resulting in 46,850 people receiving operations over three years;

The integration of eye care into health screening in Pakistan's schools and the development of a standard approach for such eye screenings.

In Vietnam, SiB initiative has resulted in restoring the eyesight of and preventing blindness for 7,162 people, providing eye care services to 481,625 people, providing 8,248 glasses for short-sighted persons and training for over 802,000 people about primary eye care.

Staff engagement is and continues to be an essential part of Seeing is Believing. A large number of Standard Chartered's 87,000 employees use their paid volunteering leave to raise funds or to support eye-care NGOs by raising awareness of eye-care issues in their local communities.

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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

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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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