



press release

Standard Chartered launches 'Road to Anfield' campaign

24th February, 2015 – Lusaka, Zambia: Standard Chartered Bank Zambia has today launched its 'Road to Anfield' Campaign. This was announced at a media breakfast briefing today at the Pamodzi Hotel, Lusaka.

The 'Standard Chartered Trophy - Road to Anfield 2015' is an international 5-a-side football tournament that provides local markets with a platform from which to actively engage football fans and also help them donate to charity in order to develop football. It is hinged on the Bank's Liverpool Football Club (LFC) sponsorship. It is also an opportunity for Standard Chartered to reinforce its partnership with Liverpool FC and generate direct benefits to the businesses. This is the first time that Standard Chartered Bank in Zambia is taking part in the global Standard Chartered Trophy.

There will be 16 teams for the Zambia Chapter of the Liverpool tournament which includes staff, corporate and retail clients, and media. The local tournament will take place on Saturday 14th March 2015 at the Italian Club, Showgrounds. A regional tournament with the winning teams from Zimbabwe, Zambia and Botswana will be held on 21st March 2015 in Lusaka. The winner from the regional tournament will represent Southern Africa in Anfield (UK), where a total of 10 teams from across the Standard Chartered Group will tussle it out for the trophy.

Addressing the media at the launch, Chief Executive Officer of Standard Chartered Bank Zambia, Andrew Okai, said that Liverpool FC is one of the world's best known football clubs and Standard Chartered is proud to be associated with it.

"We are delighted to hold the Standard Chartered Trophy (SC Trophy) campaign in Zambia. This SC Trophy is hinged on the Bank's Liverpool FC sponsorship. Whilst it has been running in various Standard Chartered markets for more than three years and has grown very popular, it is the first time it is being held in Zambia. I hope our clients and key stakeholders will have a great time on the day."

"The campaign is held in very high esteem internationally – it was awarded 'Best International Marketing Campaign' by the British Telecoms (BT) Sports Industry



Awards in May 2014. Ladies and gentlemen, this affirms the type of campaign we are launching today,” Mr. Okai added.

Sonny Zulu, Head of Retail Clients for Standard Chartered Bank Zambia thanked clients of the bank for their continued confidence in the franchise and the brand. He said the Road to Anfield tournament represents a great opportunity for clients to get a once-in-a-lifetime chance to experience and play on the Anfield pitch – the home of LFC.

“This is an awesome opportunity, especially for our clients who are Liverpool fans,” said Mr. Zulu.

Ngenda Nyambe, Head of Commercial Clients, who also spoke at the launch, said, ***“We are delighted to hold this initiative, which will also work towards promoting the game of football in Zambia. Last year, we were proud to host LFC Legend, John Barnes, who inspired and motivated the youth and all our clients who have passion not only for Liverpool, but for the game of football.”***

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Note to Editors:

About Standard Chartered Bank

We are a leading international banking group, with more than 86,000 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.

In Africa, Standard Chartered has more than 8,000 staff and a history of more than 150 years. Currently the Bank covers 37 markets on the continent – 16 on a local presence basis, and an additional 22 on a transaction basis supporting its clients. Given its unique footprint, Standard Chartered is ideally positioned to facilitate and support valuable trade and investment corridors intra-Africa, and between Africa and the rest of the world. Findings from an [independent study](#) confirm that Standard Chartered supports just under 2 million jobs in Sub Saharan Africa, and contributes more than USD10.7billion or 1.2% of the region's GDP. In leading markets such as Kenya, Ghana and Zambia, the Bank's operations provide work for just under 3% of the local workforce. Standard Chartered's commitment to innovative partnerships such as '[Power Africa](#)' enables the Bank to live its brand promise to be 'Here for good', and facilitate the delivery of electricity to more than 20 million people and companies over 5 years.

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