

press release

Standard Chartered announces an investment of USD10 million towards eye care

Eye health organisations called to submit proposals

The Gambia, 10th February 2015 -Standard Chartered announces funding of thirteen (13) projects globally to provide comprehensive eye care in areas of high need.

The USD10 million investment forms part of the Bank's commitment to contribute USD100 million to help eliminate avoidable blindness. , through its global community investment programme, Seeing is Believing.

NGOs are welcomed to apply for funding to provide comprehensive eye care in one of these countries: Bangladesh, Cambodia, The Gambia, Ghana, India, Myanmar, Pakistan, South Africa, Uganda, Tanzania, Vietnam and Zambia. As a pre-requisite the NGO must register with International Agency for Prevention of Blindness (www.iapb.org.) as a member.

To find out more details, please visit www.iapb.org.

Seeing is Believing is Standard Chartered's global charitable initiative to tackle avoidable blindness run in partnership with the IAPB. As one of the biggest corporate contributors seeking to eliminate avoidable blindness, Seeing is Believing has reached 53 million people across Asia, Africa the Middle East and Latin America. To support the initiative, donation can be made at www.seeingisbelieving.org. Every donation is matched by Standard Chartered, thereby doubling the impact.

For more information please call 220 4202275

- Ends -

Notes to Editors:

Standard Chartered Gambia

Standard Chartered Bank is a market - leading financial services brand in The Gambia and has operated for over 120 years, producing sustained and increased investments in the region.

It is currently ranked among the top 3 Banks in the banking sector and its strong focus on developing deep relationships with clients and customers has driven a consistent growth in recent years.

With a network of 5 branches and 10 ATMs across the Gambia, Standard Chartered offers exciting product propositions for customers and clients as well as career opportunities for over 160 staff in the country.

It is committed to building a sustainable business over the long term in The Gambia and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered Gambia, please visit

www.sc.com/gm/en/

Seeing is Believing

[Seeing is Believing](#) is a global initiative to help tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) and leading eye care organisations. It raises funds for investment in eye care projects that have long-term impact in areas of high need.

Seeing is Believing contributes to 'VISION 2020: The Right to Sight', the global initiative for the elimination of avoidable blindness led by the World Health Organization (WHO) and the IAPB. To date, Seeing is Believing has raised over USD75 million for blindness initiatives and plans to raise a further USD25 million by 2020.

Seeing is Believing is the largest cash contributor to VISION 2020 through IAPB. As part of the Seeing is Believing programme, Standard Chartered pledges to match all donations until the target of USD100 million is reached.