

FOR IMMEDIATE RELEASE

## **Standard Chartered raises US\$300,000 for the visually impaired with “Ride for Sight” cycling feat**

*40 employees, 12 nationalities, 437km, 4 states, 3 days, 1 goal for Seeing is Believing*

**22 October 2012, Singapore** – Over the weekend, 40 Standard Chartered employees comprising 12 nationalities, cycled a total distance of 437 km across the four Malaysian states of Selangor, Negeri Sembilan, Malacca and Johor to Singapore to raise funds for Seeing is Believing.

Seeing is Believing is the Bank's global initiative which raises funds to tackle avoidable blindness. Since 2003, this programme has provided 31 million people with access to essential eye care. “Ride for Sight”, an employee-funded and employee-initiated project had 40 enthusiastic cyclists raise a total of US\$150,000 for Seeing is Believing on their own, and Standard Chartered will match the amount dollar to dollar, resulting in the total amount of US\$300,000 raised.

The cyclists commenced their 437km route at Kajang, Selangor, Malaysia on Friday, and completed their journey at the Standard Chartered office at Marina Bay Financial Centre, Singapore on Sunday. They were greeted by supportive families, friends and colleagues upon their arrival.

Group Chief Information Officer Jan Verplancke, the Executive sponsor<sup>1</sup> of this initiative and an avid cyclist who commutes daily to work on his bicycle, said: “Like cycling, fundraising is all about teamwork and participation. It is a joy to witness the enthusiasm, creativity and dedication of colleagues across the entire Bank. This represents a great opportunity for us to combine our passion for cycling with fundraising to make a fundamental difference in the lives of many.”

*Executive sponsor<sup>1</sup>: For every staff initiated project to raise funds for a cause, proper approvals and endorsement from a senior Bank executive, known internally as the Executive Sponsor for the project, have to be sought before they can proceed.*

Trevor Haeger, Chief Information Officer, Singapore, said: “I love any physical activity. So to do anything that is a challenge, which I enjoy, at the same time, raise money for a good cause – it was an easy decision for me to participate in ‘Ride for Sight’. The Bank has such a good momentum in our efforts for Seeing is Believing and knowing that our efforts are going to help people with curable blindness, we know that it is going to have a positive impact immediately.

“Besides the US\$300,000 that we have raised, what I’m pleased about is that members from various departments came together and came up with the idea, built on it and managed to pull it off logistically. I had a fantastic experience. From Selangor to Singapore, we rode through some pretty tough conditions, with rainstorms on days one and three and 40°C heat on day two. Our colleagues who organized this encouraged us to train, so during the eight weeks leading up to the event, we cycled on Saturdays and Sundays, and made a few trips to work. I think that helped. To raise funds for this, each cyclist get colleagues to contribute in support of the cyclist’s efforts. For me, besides having a large team who generously supported me, I also managed to get external sponsorship, which is important as well. I don’t think this is all about staff. We also want to raise awareness for this cause with external parties.”

**For more information, please contact:**

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**Photos:**

**Photo A**



**Cyclists on their way back to the finishing point**

**Photo B**



**After cycling for 3 days, the participants pushed on for a good cause.**

Photo C



Standard Chartered employees in front of the Battery Road branch, after cycling more than 430km from Selangor.

Photo D



All 40 cyclists and their colleagues and family at the final destination – Marina Bay Financial Centre.

Photo E



Trevor Haeger, Chief Information Officer, Singapore, Standard Chartered Bank

## **About Standard Chartered in Singapore**

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

It is committed to building a sustainable business over the long term 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'.

Standard Chartered has a history of more than 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, auto loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 7,000 people in Singapore and has a network of 20 branches, 6 Priority Banking centres and 30 ATMs. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.