



press release

Standard Chartered launches 'Road to Anfield' campaign

18th February, 2015 - Harare: Standard Chartered Bank Zimbabwe has today launched its 'Road to Anfield' campaign. This was announced at a client cocktail held today at the Standard Chartered Bank Sports Club in Harare.

The 'Standard Chartered Trophy - Road to Anfield 2015' is an international 5 aside 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 FC sponsorship and is an opportunity for Standard Chartered to reinforce its partnership with Liverpool FC and generate direct benefits to the businesses. This is the fourth year of the Standard Chartered Trophy.

There will be 24 teams for the Zimbabwe Chapter of the Liverpool tournament which includes staff, corporate bodies and clients. The tournament will take place on Saturday 28 February, 2015. A regional tournament with the winning teams from Zimbabwe, Zambia and Botswana will be held in Lusaka. The winner will represent Southern Africa in Anfield, where a total of 10 teams from across the Standard Chartered Group will tussle it out for the trophy.

While addressing guests at the launch, the Chief Executive Officer, Standard Chartered Bank, Ralph Watungwa, said that Liverpool FC is one of the world's best known football clubs and Standard Chartered is proud to be associated with it.

"The Standard Chartered Trophy (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 Zimbabwe.

We are therefore very excited to host this fun-filled interactive campaign for the first time in Zimbabwe for our stakeholders.

The campaign received an accolade in May 2014 when it was awarded, 'Best International Marketing Campaign' by BT Sports Industry Awards – considered to be a pinnacle award within the sports marketing industry. This affirms the type of campaign we are launching today." Ralph Watungwa said.

Harton Maliki, Head, Retail Clients for Standard Chartered Bank, Zimbabwe thanked clients for the support towards sports, and to football in particular.



“We are delighted by this initiative that will work towards promoting the game of football in Zimbabwe. This truly testifies the tag line of Standard Chartered which is; Here for good, and will inspire and motivate the youth and all those that have a passion for the game.” Harton said.

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For more information, please contact:

Lillian Hapanyengwi, Head of Corporate Affairs, +263 4 796008, Lillian.Hapanyengwi@sc.com

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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