



## What do Standard Chartered Bank, MTV, and The Body Shop have in common?

They believe that HIV/AIDS IS EVERYBODY'S BUSINESS...

Seventh International Congress on AIDS in Asia and the Pacific July 1-5, 2005

**Tokyo, June 23, 2005**—Standard Chartered Bank ("SCB") today announced that on July 1 it will host a satellite session focusing on the role of business in HIV/AIDS awareness and prevention in connection with the Seventh International Congress on AIDS in Asia and the Pacific (ICAAP) being held in Kobe, Japan.

Standard Chartered Bank CEO Mark Devadason will be joined by The Body Shop Japan CEO Matsuo Iwata and MTV Japan CEO Yu Sasamoto in drawing a clear connection between the interests of corporations and awareness of HIV and AIDS. They will discuss their respective Corporate Social Responsibility (CSR) activities in this area and invite discussion of how and why business needs to respond.

HIV/AIDS is having an increasing impact in Japan, with UNAIDS statistics showing that a record 1,165 people were reported newly infected in Japan in 2004—up 14% from the previous year. This is comparable to the percentage growth rate in AIDS-hit areas such as sub-Saharan Africa. The total number of cases is thought to be doubling every four years. The reality for business in many AIDS-hit countries is that a high percentage of employees live with HIV.

The Business satellite session, entitled "HIV/AIDS is Everybody's Business", will start at 3:00pm at the Portopia Hotel in Kobe on July 1. It will include presentations by Standard Chartered Bank, The Body Shop Japan and MTV Japan, covering how they approach HIV/AIDS issues as both global corporations and local community partners. Participants will have an opportunity to ask questions to the CEOs and submit recommendations to the ICAAP conference about how they feel business in Japan should tackle the growing AIDS problem in this country. The session is open to the public and media are welcome. Simultaneous interpretation will also be available.

**Mark Devadason**, CEO of Standard Chartered Bank Japan, says: "Working with partner organizations who are expert in HIV/AIDS related education, we would like to raise the understanding and awareness of HIV/AIDS of 38,000 people by the end of 2005 – one for each staff member in SCB. In relation to HIV/AIDS we feel that prevention and health support for those who need it is most important. Education is also key to ensuring that people who are affected by HIV/AIDS do not face discrimination."

"We believe that in order to have a sustainable business we need a strong and healthy workforce, regardless of which country we are operating in. For more than 100 years we have been supporting Japanese businesses as they invest and grow in Asia, so our own business clearly needs to be closely linked with the needs of these local communities. Initiatives within our global organization include extending our *Living with HIV* initiative to include the provision of anti-retroviral drugs for employees, their spouse & children as required."

**For further information please contact:**

Patricia Bader-Johnston Standard Chartered Bank

Tel: 03-5511-1361

Email: [patricia.bader\\_johnston@jp.standardchartered.com](mailto:patricia.bader_johnston@jp.standardchartered.com)



## **About Standard Chartered Bank in Japan and Asia**

Standard Chartered Bank opened its first agency office in Yokohama, and will be celebrating 125 years in Japan on November 1, 2005. The bank employs 160 people and is located in Sanno Park Tower, Tokyo. 94% of employees are Japanese nationals. Standard Chartered continues to grow in Japan, supporting Japanese companies and banks as they invest in Asia, Africa and the Middle East through the provision of wholesale banking, custodial, treasury and trade services. A new Priority Banking retail branch will be launched in Tokyo in July.

Standard Chartered is a leading bank in Asia, Africa and the Middle East, combining ongoing organic growth with an acquisition strategy that in the past 12 months has included: Permatta Bank in Indonesia, Korea First Bank in Korea, ANZ Project Finance Business across Asia and the Middle East, and Prime Credit in Hong Kong. Standard Chartered PLC is listed on both the London Stock Exchange and the Stock Exchange of Hong Kong and is in the top 25 FTSE-100 companies, by market capitalization.

Standard Chartered is committed to making a difference to the communities in which it operates, and is running an active CSR programme supporting local organizations working in the area of vision and HIV/AIDS awareness. It was recently awarded the 2005 UK IR Magazine Award for Best CSR Practice.

[www.standardchartered.com](http://www.standardchartered.com) [www.standardchartered.com/jp/index.html](http://www.standardchartered.com/jp/index.html) (English)

[www.standardchartered.com/jp/japanese/index.html](http://www.standardchartered.com/jp/japanese/index.html) (Japanese)



## **About The Body Shop**

Founded by Briton Anita Roddick in 1976, the first shop was opened in the seaside town of Brighton on the south coast of England. Today, there are over 2,000 outlets in 52 countries. The Body Shop believes in Profits with Principles and aims to work with customers to be a force for social and environmental change.

The Body Shop Japan has been active in raising awareness on AIDS through in-store campaigns since 1997. Based on "Defend Human Rights", one of the Values of the company, The Body Shop has been calling for an end to prejudice and discrimination against HIV/AIDS sufferers and for a society where the human rights of every individual are respected. This is the 10th campaign to date for The Body Shop Japan, highlighting the fact that HIV can affect any one of us and that AIDS is a global issue. In the 2004 campaign, a project to support AIDS orphans who have lost either parent from AIDS was initiated. AIDS orphans are rapidly increasing in Asia, especially Cambodia. The sale of campaign items, distribution of leaflets and fund-raising through donation boxes were used to engage customers and deepen their understanding of AIDS issues. The campaign was widely supported and a total of ¥1,260,290 was raised. This has been used to support AIDS orphans in Cambodia and an HIV/AIDS awareness programme for young people in Japan, among whom HIV/AIDS is growing rapidly.

<http://www.the-body-shop.co.jp>

## **About MTV JAPAN**



MTV: Music Television is the world's leading multimedia brand for youth and can be seen in more than 417.5 million households in 164 countries via 44 channels in 18 languages in the Asia Pacific, Europe, Latin America, North America and Russia. MTV's holdings also include 37 locally operated Web sites worldwide as well as publishing, home video, radio, recorded music, licensing & merchandising and a feature film division, MTV Films. MTV is a trademark of Viacom International Inc. (NYSE: VIA, VIA.B)

In recognition of World AIDS Day every 1st December, MTV channels worldwide premiere global and local programming and Public Service Announcements (PSAs) in a major global commitment to continuing the fight against HIV/AIDS. The Staying Alive campaign, launched in 1998, was developed as a result of MTV's long-term global initiative targeted to youth. Staying Alive seeks to help prevent HIV/AIDS by empowering individuals to protect themselves, fight stigma and discrimination, and engage businesses, media and organisations to form their own response to HIV/AIDS. The campaign includes long-form programming, such as documentaries, concert events, news specials, and discussion programmes, public service announcements, sexual behaviour polls, a dedicated Web site in 10 languages ([www.staying-alive.org](http://www.staying-alive.org)), and off-air marketing and grassroots promotions. All media produced for Staying Alive is offered rights free, at no cost to all TV and radio broadcasters. 2003's campaign reached 74% of the world's TV households.

In addition to MTV's global initiatives, local MTV channels around the world have developed their own plans for a wide range of on and off-air activities to mark World AIDS Day and address the issues most pertinent to each particular region. MTV Japan's local campaign MTV THINK LOUD works with various youth brands and social groups to raise awareness on safer sex among its youth viewers and users. The campaign aims to expand its reach by calling on further cooperation from local talents and artists, while some of the past efforts are as follows: specially designed campaign condoms and safer sex literature were distributed at concert events and brand shops nationwide. MTVJAPAN.COM and MTV Mobile carried an online quiz on sexual health and streamed creative PSAs. The local creative team produced two new PSAs last year, which aim to empower women to ask their partners to use condoms.

<http://www.mtvjapan.com>