

For Immediate Release

PRESS RELEASE

Standard Chartered Bank Japan Launches CSR Campaign Against Avoidable Blindness *75% of blindness is avoidable* *90% occurs in the developing world*

Tokyo, October 12, 2005—Standard Chartered Bank today marks **World Sight Day** with the announcement of a series of events designed to support its global CSR objectives: helping to alleviate blindness globally. In partnership with Sight Savers International, VISION 2020 and locally the Japan Center for International Exchange (JCIE) the Seeing is Believing campaign aims to raise enough money to contribute to restoring sight to **one million people**.

Standard Chartered Bank's fundraising campaign consists of a series of events, with participation by Olympic gold medallist Kenji Ogiwara, along with various celebrities and Standard Chartered Bank's 170 employees in Japan. The planned events include:

- 1) **Charity dinner and auction, Wednesday October 12:** In the world class Grand Hyatt Tokyo more than 100 corporate, celebrity and other guests will learn about the Seeing is Believing campaign and raise money for the cause through ticket sales, sponsorship and a silent auction of donated prizes.
- 2) **'Golf-a-thon', Saturday October 15:** Standard Chartered Bank is hosting an all-day charity golf event at a local golf range on October 15, aiming to raise an additional US\$10,000. Standard Chartered Bank employees have been collecting sponsors to donate a minimum of 100 yen for every ball that they hit.
- 3) **'The Greatest Race on Earth':** A Standard Chartered Bank-organized event consisting of a series of four races beginning in Nairobi, Kenya on October 23, 2005 and ending in Hong Kong on February 12. With several world-class runners competing and over US\$1.5 million in the prize pool the marathons are expected to raise substantial funds for charity. Standard Chartered Bank Japan will be sponsoring four Japanese runners.

Facts about Seeing is Believing:

- 75% of blindness is avoidable
- A person goes blind every five seconds and a child every minute
- 161 million people are visually impaired worldwide and 37 million are blind
- 100 million people will be saved from going blind by VISION 2020
- 90% of avoidable blindness occurs in the developing world
- 60% of children die within one year of becoming blind
- VISION 2020 will result in a global saving of \$223 billion over 20 years

Media are welcome to attend these events.

For further information please contact:

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About Seeing is Believing

Launched in 2003, Seeing is Believing is a major global community programme aimed at helping alleviate the issue of blindness across the globe. There are 37 million blind people in the world with one additional person going blind every 5 seconds and a child every minute, yet 75% of this blindness can be prevented or cured. In partnership with Sight Savers International and VISION 2020 - the international body for the elimination of avoidable blindness - Seeing is Believing aims to raise US\$6 million over the next three years, targeting one million sight restorations. In its first year enough money was raised to restore the sight of 56,000 people, exceeding the goal of raising enough to restore sight to 28,000 people by World Sight Day October 9, 2003.

<http://www.seeingisbelieving.org.uk/>

http://www.standardchartered.com/corporateresponsibility/com_seeing.html (English)

Standard Chartered – leading the way in Asia, Africa and the Middle East

Standard Chartered is one of the world's most international banks, employing over 40,000 people, representing 80 nationalities, across its network. Standard Chartered operates in over 1,200 locations (including subsidiaries, associates and joint ventures) in more than 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas. 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 capitalisation.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal 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. Standard Chartered is well established in growth markets and aims to be the right partner for its customers. The Bank combines deep local knowledge with global capability. The Bank is trusted across its network for its standard of governance and corporate responsibility as well as its commitment to making a difference in the communities in which it operates.

www.standardchartered.com (English)

www.standardchartered.com/jp/index.html (English)

www.standardchartered.com/jp/japanese/index.html (Japanese)

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 170 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 was 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.

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