

# press release

October 8, 2009

## Standard Chartered Bank (Japan) raises over 100 million yen for “Seeing is Believing” global campaign to prevent and cure blindness.

Tokyo, October 8 2009 - Standard Chartered Bank Japan Branches announced today on the occasion of World Sight Day that it was donating 50,021,420 yen to the Bank’s global campaign to prevent and cure blindness, Seeing is Believing. With a matching contribution from the Group, a total of 100,042,840 yen will be allocated to establishing a pilot diabetic retinopathy screening programme in refractive error screening in schools for children and teachers, across Jakarta, Indonesia, working with Helen Keller International. The money had been raised over the last year-and-a half through the generosity of corporate clients, individual customers, the community at large and staff.

There are 45 million blind people in the world and yet 80% of blindness is preventable or curable. The Bank’s Seeing is Believing campaign funds leading eye-care NGOs to provide marginalised populations access to complete eye care services from cataract surgery, to preventative treatment and specialised medical interventions. Projects are selected according to strict criteria to ensure they address need and have a sustainable impact, beyond the life-span of project funding. The staff at Standard Chartered Japan branches decided by vote the project to which to allocate Japan donations as part of activities leading up to World Sight Day (a day included on the official World Health Organization calendar and held annually on the second Thursday of October to raise awareness about blindness).

Richard Meddings, Chairman of Seeing is Believing and Group Finance Director of Standard Chartered comments, “Seeing is Believing is close to the hearts of our staff and World Sight Day is a great opportunity to bring them together to fundraise and raise awareness of avoidable blindness.”

Japan CEO Patrick Gillot said, “Although Japan has been a solid donation contributor to Seeing is Believing over the years, this is the first time we have pooled donations and allocated to a specific country and project. I am pleased that staff took such an interest and decided on their own where the funding should go.”

In addition to fund-raising over the past 4 years, the Bank has sponsored the local chapter of the Achilles Track Club which includes visually impaired runners. Bank employees have enjoyed many activities together with Achilles over the years, such as running as guide runners at the Hong Kong Marathon, visiting Yotsuya Elementary school to raise awareness about blindness, and working with students at various international schools to raise funds. Achilles track Club

member and Paralympic Marathon Gold medallist Yuiichi Takahashi ran in the Mumbai marathon in February 2009 to help raise awareness for Seeing is Believing.

The Bank intends to continue raising donations for the campaign, and also announced today that it is currently working together with local merchants to design an official Seeing is Believing t-shirt. The shirt will soon be available on-line and later on-site at various retail outlets in Tokyo. Twenty percent of the proceeds from all sales will be donated to campaign.

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### **About Standard Chartered**

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated from its Wholesale and Consumer Banking businesses. The Group has over 1600 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs more than 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.)

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

Standard Chartered Bank opened its first agency office in Yokohama, Japan in 1880, and is now celebrating the 129th anniversary of its business in Japan. The Bank employs over 290 people at its branches in Sanno Park Tower and Marunouchi. Its wholesale banking services continue to grow in Japan, supporting Japanese corporate and financial institutions as they invest in Asia, Africa and the Middle East. Standard Chartered launched "Priority Banking" on July 5, 2005 to serve a growing demand for wealth management.

For more information, please visit: Standard Chartered Bank, Japan  
[www.standardchartered.co.jp/index\\_english.html](http://www.standardchartered.co.jp/index_english.html)

## **About Seeing is Believing**

Seeing is Believing (SiB) 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) (registered charity, No. 1100559). IAPB is the leading umbrella organisation for NGOs working in the field of eye care. Together with the World Health Organisation, it launched 'VISION 2020: The Right to Sight', a global campaign to eliminate avoidable blindness by 2020.

To date, Seeing is Believing has raised over US\$ 17 million for blindness initiatives and plans to invest a further US\$ 20 million by 2014. Seeing is Believing is the single largest contributor to the development of VISION 2020 programmes through IAPB.

Standard Chartered matches all donations to Seeing is Believing until its US\$ 20 million fundraising target is met.