

press release

For Immediate Release

Standard Chartered Wins 2005 Asian CSR Award

14 September 2005 – Hong Kong – Standard Chartered Bank (Hong Kong) Limited has won the Asian CSR Award 2005 for Poverty Alleviation for its work on the “Seeing is Believing” programme. Seeing is Believing is Standard Chartered’s global community project to cure treatable blindness, with a goal of restoring sight to one million people by 2006.

Seeing is Believing was chosen out of a highly competitive field of 160 projects, submitted by 91 companies across 12 countries in Asia. According to the award organiser, the Asian Institute of Management, Seeing is Believing was chosen as “the most outstanding project in the Poverty Alleviation category”.

The judges recognised Standard Chartered for its role in raising awareness and funds for Seeing is Believing through numerous community activities in Hong Kong, such as its “Run with Me” campaign by Henry Wanyoike, its global Seeing is Believing Ambassador; its work with the Youth Arts Festival in creating the “Tie d’Eye” Visual Arts display at Pacific Place Mall; and charity sales of its extremely popular green & blue Seeing is Believing wristbands.

Accepting the award at the gala presentation ceremony in Jakarta, Chief Operating Officer Ben Hung remarked, “At Standard Chartered, we see it as our responsibility to give back to the communities where we live and work. Tonight, we are here to celebrate the winners of the Asian CSR Awards. But the *real* winners are the people whose lives have been touched and changed by the hard work and efforts of good corporate citizens.”

“Standard Chartered has demonstrated through the Seeing is Believing initiative that business can make a tremendous impact on the lives of the poor. Through its own contributions and those of its employees and customers, the Bank has restored the eyesight of hundreds of thousands of people and given them access to life and work opportunities they may never have had. This is commendable,” commented Shalini Mahtani, CEO of Community Business, a Hong Kong-based charity committed to developing corporate social responsibility.

First launched in 2003, the Asian CSR Awards have become Asia’s premiere awards programme on Corporate Social Responsibility, recognising corporate achievements in Best Workplace Practices, Poverty Alleviation, Support and Improvement of Education, Environmental Excellence, and Small Company CSR.

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Note to Editors:

About Standard Chartered

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

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

Standard Chartered PLC is publicly listed on both the London Stock Exchange and the Stock Exchange of Hong Kong. Standard Chartered employs 38,000 people in over 950 offices in more than 50 countries, providing a wide range of Consumer and Wholesale Banking products and services. Well-established in growth markets, Standard Chartered combines deep local knowledge with global capability and aims to be the right partner for its customers. Standard Chartered 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.

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