



STANDARD CHARTERED HONG KONG HELPS SAVE 21,769 TREES

7th April 2008 Hong Kong – Standard Chartered Hong Kong has helped save up to 21,769 trees, as part of the Greatest Race on Earth Environment Challenge.

The Greatest Race on Earth is the world's only marathon team relay series, run across four of the most exotic cities on the planet. Created and sponsored by Standard Chartered, it has just finished its fourth successful series. Some of the world's quickest marathon athletes compete in teams of four, running one marathon each in Nairobi, Singapore, Mumbai and Hong Kong, with the teams with the lowest cumulative time at the end of the series winning a share of the prize money.

The Environment Challenge was introduced in the GROE 2007/08 series, and encouraged people to select and undertake up to eight environmental pledges suggested on www.thegreatestrace.com, and then nominate the GROE nation they wished their pledge(s) to support. The three nations with the most environmental pledges per capita on Monday 17th March at 18:00 GMT – Brunei, Taiwan and Hong Kong – were declared the winners. The Environment Challenge demands the same commitment from members of the public in making small changes to their everyday lives to benefit the environment, as the Nations Challenge demands of GROE runners in giving their all for their team-mates.

Brunei has won the Greatest Race on Earth (GROE) 2007/08 Environment Challenge, and in the process secured USD 500,000 of funding for the 'Heart of Borneo' programme, to be administered by WWF. In a close finish, Taiwan and Hong Kong battled it out for second and third place respectively, receiving prizes of USD 350,000 and USD 150,000.



In total, over 3.4 million pledges were generated – a number that would equate to over 7 billion litres of water being saved, 119 thousand tonnes of CO₂ prevented from being released into the atmosphere, nearly 70 million plastic bags saved from being sent to landfill sites, and over 378 thousand trees saved from being cut down.

In Hong Kong, 192,026 pledges were made, which, if realised, would amount to the following potential savings:

- Total trees saved: 21,769
- Total plastic bags saved: 4,050,540
- Total CO₂ saved (tonnes): 6,626
- Total water saved (litres): 466,694,840

Commenting on the win, Benjamin Hung, Executive Director and Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited, said, “We are delighted and very proud to have won this significant prize. It is truly rewarding to know how much our community in Hong Kong care for the environment as shown through their embrace of our pledge initiative.”

Peter Sands, Standard Chartered Group Chief Executive, congratulated the winners, saying, “The response from Standard Chartered staff members and the wider public has been fantastic – over 3 million pledges speaks volumes. From pledging booths in India, to “Run For The Green” t-shirts in Hong Kong, to WWF volunteers encouraging people to pledge in Thailand, this initiative has clearly touched a chord with many of our stakeholders worldwide.”

Mike DeNoma, Standard Chartered Group Executive Director, said, “The Greatest Race on Earth is now an anticipated event in the marathon-running calendar, attracting high-calibre runners from around the world. The Environment Challenge



has built on the success of GROE in a way that is complementary to the spirit of GROE – that, through teamwork and trust in our partners to perform and deliver, we can make a difference.”

- Ends -

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Notes to Editors

Standard Chartered presents The Greatest Race on Earth

The Greatest Race on Earth (GROE) is the world's only marathon team relay series, run across four of the most exotic cities on the planet. Created and sponsored by Standard Chartered since 2004, it is now entering its fourth successful series, with prize money of USD 1.08 million on offer to the teams taking part – the largest guaranteed prize pool in world athletics.

Each year GROE transforms the traditionally individual sport of marathon-running into a team event. Some of the world's quickest marathon athletes compete in teams of four, running one marathon each – their eyes firmly set on working together to achieve a faster cumulative time than their rivals and gaining a significant slice of the prize pool.

The 2007/08 series sees the competition concentrate for the first time solely on the Nations Challenge, purely for teams representing their country. With a record number of teams taking part from over 30 countries, GROE has become the closest thing to a World Cup of Marathons. The Nations Challenge is split into a men's and women's competition, with equal prize money for each.

Competitors will face some of the most challenging environments in the world - including the high altitude of Nairobi, the humidity in Singapore, the heat of Mumbai and the uphill terrain in Hong Kong.

- The 'highest race,' at over 1,600m, in Nairobi – 28th October 2007
- The 'island race' around Singapore – 2nd December 2007
- The 'historic race' through Mumbai – 20th January 2008
- The 'harbour race' across Hong Kong – 17th February 2008

Partnership, teamwork, trust and courage, all of which are Standard Chartered core values, will be key factors in determining the winners.

The Race Prize Categories	
The Nations Challenge	Prize pool of USD 520,000 each for both the men's and women's competitions – fastest men's and women's team win a first prize of USD 100,000 each. Teams are also divided into 6 regions – Africa, South East Asia, North East Asia, Americas, Europe & Oceania, and South Asia & Middle East – with prizes for teams who finish in the top three in each region.
Performance Awards	Bonus pool of USD 40,000 has been set aside for special achievement awards. These are awarded to national teams that have made a significant improvement on their previous GROE times, and teams that have demonstrated commitment, endeavour and determination in competing in The Greatest Race on Earth.



The Greatest Race on Earth: Race For a Living Planet – The Environment Challenge

The Environment Challenge is a new element of GROE introduced for the 2007/08 series. It encourages people to select and undertake up to eight environmental pledges suggested on www.thegreatestrace.com, and then nominate the GROE nation they wish their pledge(s) to support. Standard Chartered, working in partnership with WWF, will donate USD 1 million to support vital environmental conservation projects that will benefit the three nations that generate the most environmental pledges per capita. The nation that attracts the highest number of environmental pledges per capita will receive USD 500,000; the second highest will receive USD 350,000; and the third highest receives USD 150,000. The results will be announced following the final GROE Marathon in Hong Kong on Monday 18th February 2008.

Once the top three countries have been identified at the completion of GROE on 17 February 2008, Standard Chartered will work with WWF, its Environment Challenge partner, to identify a shortlist of projects that require funding in those countries. Either a project within the winning country at the time of the award, or a project that has a resonance or direct affect on that country will be considered and selected by Standard Chartered.

The Pledges

Standard Chartered has introduced the Environment Challenge as a key component of its global sustainability strategy and approach to the environment. By adding the Environment Challenge to the Greatest Race on Earth, Standard Chartered are asking employees, customers and the public to consider the simple steps they can make to help reduce the long term effects of **air pollution and climate change**, deforestation as well as **land and freshwater degradation**.

These aspects, along with a separate Education (Learn More) theme, make up the four key themes of the campaign. Each theme will have two pledges associated with it, for people to select and commit to. They are:

Water

- I won't leave the tap running while I am brushing my teeth
- I will spend one less minute in the shower each day

Education

- I will measure my carbon footprint by using the online Carbon Calculator
- I will visit the "My Environment" tour to learn more about the actions I take

Land and Forestry

- I will reuse or refuse a plastic bag at least 3 times a week
- If I have to print, I will print 2 pages to a sheet or print double sided

Air Pollution and Climate Change

- I will alter my room temperature by one degree depending on the season
- I will turn off the lights when I leave the room



The Standard Chartered Carbon Calculator

Developed by the Edinburgh Centre for Carbon Management, along with website design company Factonomy, the Carbon Calculator can be used to quantify the CO₂ emissions from the user's household and travel activities.

Hosted on www.thegreatestrace.com, this unique and powerful carbon calculator is able to quantify the carbon footprint (CO₂ emissions) of households across the more than 50 countries that make up the Standard Chartered network. The sophistication of the calculator makes it one of the first of its kind, giving people the chance to identify their 'personal carbon footprint' using measures relevant to their country.

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

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, 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 the number of employees 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 in its markets by being the right partner for its stakeholders and leading by example. The group now employs over 60,000 people, representing some 100 nationalities, in more than 1,400 branches located in over 50 countries. The bank generates more than 90 per cent of its profits from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

Standard Chartered 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. For more information, please visit: www.standardchartered.com

For more information about the Bank's commitment to the environment, please see our 2007 Sustainability Review which is available on the Standard Chartered website at the link below: <http://www.standardchartered.com/sustainability-review-07/en/index.html>

WWF

Established in 1961, WWF is one of the world's largest and most experienced independent organizations, with almost 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserve biodiversity and address threats to the environment
- ensure that the use of renewable natural resources is sustainable
- promote the reduction of pollution and wasteful consumption

WWF is now known simply by its initials and the panda logo.