

For Immediate Release

Standard Chartered Sponsors and Publishes *One Fine Day* All Proceeds will be Donated to AIDS-Impacted Mainland Children

26 November 2008, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”), in partnership with Chi Heng Foundation (“CHF”), endeavours to raise awareness among the general public of the AIDS-impacted children in Mainland China, through organising various charity activities for the AIDS orphans. In August 2008, SCBHK invited five CHF Mainland beneficiary university students to share the challenges they encountered under the influence of HIV with local university students, members from Hong Kong Single Parents Association (“HKSPA”), Standard Chartered “Living with HIV Champions” and the media, as well as to create artistic paper cutting with an audience in Hong Kong.

To raise the public’s awareness on AIDS, SCBHK initiated and sponsored the publication of an illustrated book, *One Fine Day*, to spread the stories and hope of these university students, while encouraging a positive outlook on life among the people of Hong Kong. The book put together the growing up experiences and hopes of these university students, as well as works of artistic paper cutting and sunprinting created during the exchange activities. In anticipation of the World AIDS Day on 1 December, *One Fine Day* is now available at local bookstores. All proceeds from the sale of the book, without deducting any costs, will be donated in support of AIDS impacted Mainland children.

“Standard Chartered Hong Kong is pleased to initiate the publication of *One Fine Day* and in doing so, wishes that the hopes of AIDS impacted youth could be shared with more Hong Kong people to arouse their awareness of AIDS. On World AIDS Day 2006, Standard Chartered PLC signed the Clinton Global Initiative pledging to educate one million more people about HIV/AIDS by 2010. We hope that people could join hands with us to spread the spirit of Standard Chartered ‘Living with HIV’ around the world and support the needy,” remarked Mrs. Rita Liu, Head of Corporate Affairs, SCBHK.

Mr Chung To, the Founder of Chi Heng Foundation said, “We are honoured to partner with Standard Chartered Hong Kong to raise awareness of AIDS through its ‘Living with HIV’ initiative. Building on the success of our joint charity programmes, we hope that the publication of *One Fine Day* would not only promote attention among the general public about AIDS, but also allow the AIDS-impacted youth beneficiaries to demonstrate their talents and help others in return.”

To download the photos and key images of the book *One Fine Day*, please visit:
<http://www.bbluesky.com/bblue2/LHIVbooklaunchphoto20081118.zip>

Photo Captions:

- 01 Ms. Rhoda Chan, Head of Corporate Social Responsibility, Corporate Affairs, Hong Kong, Standard Chartered Bank (Hong Kong) Limited (Second one from the left on the second row), Mr Chung To, the Founder of Chi Heng Foundation (Third one from the left on the second row) and Ms Avis Kong, Senior Corporate Affairs Manager, Hong Kong, Standard Chartered Bank (Hong Kong) Limited (Third one from right on the second row) fully support the publishing of *One Fine Day*, and hope that people could join hands with them to spread the spirit of Standard Chartered 'Living with HIV' around the world and support the needy.
- 02 Book cover of *One Fine Day*
- 03 Promotional poster for *One Fine Day*

About One Fine Day

During the 90s, poor peasants in Henan and other parts of Central China conducted blood drives to earn their living. Unsanitary practices of collecting blood often resulted in the contraction of the HIV virus. As a result, many adults in those villages infected by HIV, leaving their children impoverished, discriminated and uneducated. With the help of CHF, AIDS-impacted youth were given an opportunity to complete their education. In August 2008, SCBHK invited five of these beneficiary university students to visit Hong Kong, to share the challenges they encountered under the influence of HIV with Standard Chartered "Living with HIV Champions", local university students from AIESEC, members from Hong Kong Single Parents Association ("HKSPA"), and media. *One Fine Day* is an illustration book which put together the growing up experiences of these five university students, their hopes, works of artistic paper cutting and sunprinting created during the exchange activities.

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Notes to the Editor:

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, 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.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 75,000 people, representing 115 nationalities, in more than 1,750 branches and outlets located in over 70 countries.

Standard Chartered Bank (Hong Kong) Limited was named the "Employer of Choice" at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award.

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

"Living with HIV" - a Global Campaign

"Living with HIV" is a global awareness and educational initiative on HIV/AIDS. Programmes include training all of Standard Chartered's employees in over 50 countries and working with partner organisations on a local level to educate people on the facts about HIV/AIDS, how it spreads, how it can be prevented and how to care for those who are infected or affected by HIV.

Standard Chartered tirelessly strive to raise the awareness of HIV and AIDS world-wide, the major activities include:

- (1) Living with HIV helps our employees and wider communities prevent and fight this global pandemic of HIV/AIDS.
- (2) Standard Chartered Bank initiated "Living with HIV" in 2003 to fight the global epidemic of HIV/AIDS. "Living with HIV Champions" are staff volunteers trained to address HIV/AIDS related issues.
- (3) The Bank has provided HIV education to over 73,000 of its employees worldwide, and has been active in community HIV education.
- (4) In 2006, Standard Chartered PLC signed the Clinton Global Initiative pledge with an aim to educate one million people about HIV/AIDS by 2010.
- (5) Locally, Standard Chartered Hong Kong works closely with AIDS Concern, Chi Heng Foundation, universities and corporations to promote awareness and understanding of HIV and AIDS through thought leadership, peer education and community service.

In 2003, Standard Chartered Bank were awarded Global Business Coalition on HIV/AIDS 2003 Award of Business Excellence in Workplace. And in 2007, the Bank received GBC Awards for Business Excellence Gala Core Competency Award.



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Chi Heng Foundation

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Living with HIV - Hope in Books

“Living with HIV - Hope in Books” is a community awareness and fundraising project for AIDS orphans in China, initiated and sponsored by Standard Chartered Hong Kong. In this campaign, every HK\$99 of donations received will be transformed into a “Kit of Hope” – a schoolbag comprising of books and toys – for an AIDS-impacted child in China.. Up till now, more than HK\$600,000 have been collected and over 5,000 “Kits of Hope” were delivered to the AIDS impacted Mainland children. The United Nations estimates that as of the end of 2007, there were approximately 700,000 people currently living with HIV/AIDS in China, with an estimated 50,000 new HIV infections, and 20,000 AIDS deaths in 2007 alone. This Hong Kong-originated campaign will proliferate facts about HIV/AIDS, champion a positive attitude in living with HIV and initiate transformation through the most important vehicle of knowledge empowerment – books. The project aspires to bring hope to AIDS orphans worldwide.
