



# press release

**FOR IMMEDIATE RELEASE**

## **Standard Chartered Hong Kong Launches “Standard Chartered Hong Kong 150th Anniversary Commemorative Charity Banknote” - The World’s First \$150 Banknote -**

**Hong Kong, 8 September 2009** - Standard Chartered Bank (Hong Kong) Limited (“the Bank”) today proudly presents the Standard Chartered Hong Kong 150<sup>th</sup> Anniversary Commemorative Charity Banknote (“Commemorative Charity Banknote”) – the world’s first \$150 banknote of international currency - to celebrate our 150 years of commitment in Hong Kong. It is the intention of the Bank to dedicate this Commemorative Charity Banknote to the people of Hong Kong.

There are altogether one million pieces of the Commemorative Charity Banknote which will be offered in three different packages available for public sale. The types and prices of the banknotes are: “Single” banknote at HK\$280, “4-in-1 Uncut” banknotes at HK\$1,888 per set, “35-in-1 Uncut” banknotes at HK\$18,888 per set.

What makes the banknote collection even more unique is that Standard Chartered has selected 100 pieces from the “Single” Commemorative Charity Banknotes with special serial lucky number (“Lucky Number”) for public bidding and another 10,000 pieces for the public to pick a serial number of their choice (“Single Self-selected Serial Number”). For “Lucky Number” banknote, there will be three categories with minimum bid prices of HK\$10,000, HK\$6,000 and HK\$3,000 respectively. The “Single Self-selected Serial Number” banknote will be sold at HK\$888 each.

Net proceeds from the sale of the banknotes will go to the “Standard Chartered Hong Kong 150th Anniversary Community Foundation” in support of the local community projects and charities including the Community Chest of Hong Kong, Tung Wah Group of Hospitals and other charitable organizations in Hong Kong.

This Commemorative Charity Banknote was designed by internationally renowned graphic designer Mr Henry Steiner, who has a profound interest and knowledge of the history of Hong Kong. The front of the Commemorative Charity Banknote features a satellite image of today’s Victoria Harbour tinted in Standard Chartered’s corporate colours “Blue and Green”. The left section shows Standard Chartered Hong Kong headquarters to symbolise the

bank's deep roots in Hong Kong. The reverse side of the note features eight iconic characters from different eras and all walks of life. The characters are standing on the Peak overlooking the Victoria Harbour, admiring Hong Kong's success. It symbolises our past achievements and the bright future that Hong Kong has ahead of us.

Standard Chartered would like to express gratitude to the Hong Kong Museum of History for their kind help in providing historical photos, which has been used in the design of the packaging materials.

At the launching ceremony that was held at Star Hall of Hongkong International Trade & Exhibition Centre, officiating guests including Mr John Tsang Chun-wah, Financial Secretary of the Hong Kong Special Administrative Region; Mr Joseph Yam, Chief Executive of Hong Kong Monetary Authority, Mr Peter Sands, Group Chief Executive, Mr Jaspal Bindra, Asia CEO of Standard Chartered, Mr Benjamin Hung, Executive Director and CEO and Mr Julian Fong, CFO, Asia of Standard Chartered Bank (Hong Kong) Limited, together unveiled the design of the Commemorative Charity Banknote in front of over 3,000 of guests, journalists and staff.

At the ceremony Mr Peter Sands remarked, "As the oldest note-issuing bank in Hong Kong, Standard Chartered has shared many important moments of the city and we are very honoured and excited to launch this first-ever \$150 denomination banknote in our biggest and most important market - this marks a milestone in our long term commitment to Hong Kong."

Mr John Tsang Chun-wah remarked, "Over the past 150 years Hong Kong has evolved into a global financial centre and Standard Chartered has been there every step of the way. I commend Standard Chartered on its commitment to Hong Kong during the best and worst of times and its contributions to the community."

Mr Benjamin Hung added, "Our wish is to make our 150<sup>th</sup> anniversary celebration not only for Standard Chartered, but also with the people and for the people of Hong Kong. We would like to extend our appreciation to the people of Hong Kong for your continued support in the growth and development of Standard Chartered Bank, and look forward to continuing to serve the community in the many years to come."

The new HK\$150 banknote is a legal tender note of the Hong Kong Special Administrative Region, but is not intended for general circulation. As such all banknotes will be packaged and sold at the prices higher than their face values. Security features incorporated in the new banknote are compliant with the 2003 Banknote Series (refer to Attachment 1).

Sale of the Commemorative Charity Banknote will be conducted in accordance with the principles of "Openness, Fairness and Transparency". All "Single" banknotes (except the stated quota specified for application and bidding of the "Single Self-selected Serial Number" and the "Lucky Number" respectively or otherwise) will be sold on a first-come-first-served basis at designated Standard Chartered branches and Hong Kong Convention and Exhibition Centre starting from 1 October, 2009 (refer to Table 1). Each person will be limited to purchase 10 "Single" banknotes for each time. All Commemorative Charity Banknotes will be sold in a random manner, and customers are not allowed to select designated serial numbers.

"4-in-1 Uncut", "35-in-1 Uncut" and "Single Self-selected Serial Number" banknotes will be open for public subscription through written or on-line application. Each applicant can apply

for a maximum of one set of “4-in-1 Uncut”, one set of “35-in-1 Uncut” and five sets of “Single Self-selected Serial Number” banknotes. Single “Lucky Number” banknotes featuring special lucky serial number will be sold through silent bidding (refer to Table 1).

\*Application / Bidding / Sale Details can be found below and on the official website of Standard Chartered Bank (Hong Kong) Limited at [www.standardchartered.com.hk](http://www.standardchartered.com.hk)

**Table 1**

	<b>4-in-1 Uncut</b>	<b>35-in-1 Uncut</b>	<b>Single Self-selected Serial Number</b>	<b>Lucky Number</b>	<b>Ordinary Single</b>
<b>Price (per set)</b>	HK\$1,888	HK\$18,888	HK\$888	Minimum bidding prices of HK\$3,000, HK\$6,000 and HK\$10,000 for 3 different categories	HK\$280
<b>Quantity (per set)</b>	10,000	6,000	10,000	100	739,900
<b>Channels</b>	Application forms are available for collection and return at 30 Standard Chartered branches. The application forms can also be downloaded from <a href="http://www.standardchartered.com.hk">www.standardchartered.com.hk</a> or via online application at: <a href="http://www.standardchartered.com.hk">www.standardchartered.com.hk</a>			Application forms are available for collection and return at 30 Standard Chartered branches. The application forms can also be downloaded from <a href="http://www.standardchartered.com.hk">www.standardchartered.com.hk</a>	<b>Public sales dates</b>  <b>October 1- 4:</b> at HKCEC;  <b>October 1 and 3:</b> at 30 selected Standard Chartered branches;  <b>October 2, 5-16:</b> at 66 selected Standard Chartered branches
<b>Important Dates:</b>	Application Period: 9 to 15 September 2009 (5:00pm) Notification Period (for successful applications): 23-29 September 2009 Redemption Period: 1-4 October 2009				Same as above

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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 70,000 people, representing 125 nationalities, in more than 1,600 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 two consecutive years in 2008 and 2009.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com).

***About Henry Steiner and Standard Chartered***

Internationally renowned graphic designer Henry Steiner has been working with Standard Chartered for more than 30 years. He began designing banknotes for The Chartered Bank in 1975. As a resident of Hong Kong for nearly half a century, Mr Steiner has witnessed the dynamic and rapid changes of Hong Kong over the years and has developed a profound interest in Chinese culture. His latest works with Standard Chartered included a series of banknotes featuring auspicious animals in Chinese mythology. The much-acclaimed design represents a classic blend of Chinese and Western cultures, which corresponds to the unique "East Meets West" character of Hong Kong.

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## Attachment 1

### **“Standard Chartered Hong Kong 150<sup>th</sup> Anniversary Commemorative Charity Banknote” - The World’s First \$150 Banknote -**

#### **Design Features**

##### *Evolution of a Design Theme*

The theme of “A Shared History” was the design of the Standard Chartered Hong Kong 150<sup>th</sup> Anniversary Commemorative Charity Banknote (“Commemorative Charity Banknote”) because the achievements of Standard Chartered and Hong Kong would not have been made possible without the collaborative efforts of numerous dynamic and energetic people of Hong Kong from all walks of life at different periods of time.

The banknote shows Hong Kong’s unique geographical location on the front of the banknote and on the back it features different aspects of Hong Kong people. Together these two features provide a perfect representation of the achievements of Hong Kong over the past 150 years. Just like everyone in the city, Hong Kong has always been home to Standard Chartered, which has been striving for excellence through changes and innovations in the past century and a half.

##### *Design Features*

The Commemorative Charity Banknote was designed by the internationally renowned designer Henry Steiner. The front of the Commemorative Charity Banknote features a satellite image of Victoria Harbour with Standard Chartered’s corporate blue and green as the main colour tones. The left section shows Standard Chartered Bank headquarters, which symbolises Standard Chartered’s deep roots in Hong Kong. The see-through section of the Banknote shows the denomination in traditional Chinese characters.

To highlight the fact that Commemorative Charity Banknote is the world’s first ever banknote of international currency with a 150 dollar denomination, the dominant numerals “150” are printed prominently in gold/amber. The space inside the “0” of the denomination also accommodates the water mark of Standard Chartered banknotes – again a perfect marriage of design and security features.

The back of the Commemorative Charity Banknote features eight people of Hong Kong from all walks of life at different times, providing a snapshot of how Hong Kong has evolved from a small fishing village into an international city and financial centre – a truly remarkable achievement rarely seen in other parts of the world and one that should be celebrated and cherished. This is also a tribute to the people of Hong Kong who have contributed to the city’s success over the past 150 years.

Seen from their back, all characters are standing at the promenade of the Peak, overseeing the Victoria Harbour and Kowloon peninsula – the most recognisable landmarks of Hong Kong and the must-see experience for all visitors. Based on the high-resolution, satellite-taken bird’s eye view of Hong Kong, the coastline and skyscrapers are drawn in the finest lines to the greatest possible level of detail.

## Security Features

### 1. Iridescent Image

The iridescent image reveals a shimmering Standard Chartered trustmark on the front panel which glows under normal illumination.

### 2. Denomination Numeral in Optical Variable Ink

The colour of the denomination numeral at the top left-hand corner of the front panel shifts between gold and green when the bank note is viewed from different angles.

### 3. Holographic Windowed Thread

A 4mm-wide security thread with holographic images is woven into the paper.

### 4. Watermark and Fluorescent Numeral

The large denomination number dominates the front of the note. The numbers are printed in fluorescent yellow ink which glows under ultraviolet light. The watermark is visible in the oval of the zero digit. Very bright watermarks clearly reveal the note's denomination and an image of Standard Chartered's trustmark when held against the light.

### 5. See-through Feature

The see-through feature is placed at the bottom right-hand corner of the front panel. When viewed against a light the full Standard Chartered's visual identity band is visible along with the denomination in Chinese.

### 6. Serial Numbers

Serial numbers are printed horizontally and vertically on the front panel. A novel vertical serial number is used on the left.