



press release

FOR IMMEDIATE RELEASE

STANDARD CHARTERED UNVEILS DEBIT CARD WITH EXCLUSIVE FEATURES FOR LIVERPOOL FC FANS AND CUSTOMERS

KUALA LUMPUR, 15 July 2011 – Celebrating the Liverpool FC Asia Tour 2011 presented by Standard Chartered, the Bank today launched the Standard Chartered Liverpool FC MasterCard Debit Card to bring the excitement and unrivalled passion of Liverpool Football Club, to Malaysia's football supporters.

According to Osman Morad, Managing Director and Chief Executive Officer of Standard Chartered Bank Malaysia Bhd, the Standard Chartered Liverpool FC MasterCard Debit Card combines the convenience of cashless transactions and exclusive privileges and special offers, all within a design featuring the 'Liverbird' club logo and images of Liverpool FC's current players.

"Football is the world and Malaysia's favourite sports. We have over two million Liverpool FC fans in Malaysia and more than 130 million fans worldwide. Standard Chartered's four-year sponsorship deal with Liverpool FC from the 2010/2011 season will not only reward our customers with exciting activities such as the Liverpool FC Asia Tour and the opportunity to meet players and legends at the Standard Chartered-Liverpool FC Fanzone, but also innovative new banking products such as the Liverpool FC MasterCard Debit Card," said Osman.

"Today's product launch is a celebration of our customers and Liverpool FC fans, and a demonstration of the spirit of 'You'll Never Walk Alone' together with Standard Chartered and Liverpool FC by recognising and rewarding our customers," he added.

The card was launched by Liverpool FC players including Jamie Carragher, Andy Carroll; and Standard Chartered Bank senior executives – Group Executive Director and CEO Asia, Jaspal Bindra; Malaysia Chairman, Tan Sri Mohd Sheriff Kassim; Country Head, Consumer Banking Malaysia, Tiew Siew Chuen; together with Osman.

Great card benefits

Both existing and new account holders of either a savings or current account can apply for a Standard Chartered Liverpool FC MasterCard Debit Card from 18 July to 18 September 2011.

Exclusive Liverpool FC International Membership worth £18.99 (RM90.60) is also offered to New SuperSalary account holders. Benefits include a USB stick with exclusive Club content and footage, a three-month free trial of LFCTV Online, and 10 per cent off purchases at LFC official club stores and the online retail shop. To enjoy the membership, account holders will have to maintain an average balance of RM5,000 for three months.

Two cardholders will also stand to win two invites each to watch a Liverpool match against Manchester City on the hallowed home grounds of Anfield in November, inclusive of return air tickets and accommodation. Every transaction or cash withdrawal (at the MEPS ATM network) with a minimum of RM50 entitles each cardholder to one entry.

The contest duration will run from 18 July to 18 September 2011 and cardholders can double their total number of entries by signing up for online statements, activating online banking or making an online bill payment.



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Standard Chartered continues to celebrate the Asian Tour 2011

Standard Chartered, the main sponsor of Liverpool FC has organised several promotions and activities to provide fans various opportunities to get up close with their heroes. The Standard Chartered Priority Booking campaign saw more than 20,000 tickets sold via a Standard Chartered credit or debit card within nine days.

The recently concluded Standard Chartered-LFC Deposit campaign and the Standard Chartered Spend & Win campaign crowned some 30 winners with special passes to watch the game and exclusive Meet & Greet with the players.

Standard Chartered is also celebrating the arrival of Liverpool FC by creating a spectacular event to commemorate their visit. The Standard Chartered Liverpool FC Fanzone that is on-going at Pavilion Kuala Lumpur from 11-15 July brings the magic of Anfield to Kuala Lumpur. The event featured a replica of a football pitch, banners with fan messages, history walls, and daily contests where the public could win autographed jerseys of the current Liverpool FC squad.

Fans were treated to a visit by Liverpool FC veteran and football legend Phil Thompson on Thursday 14 July, and had the chance to meet the team themselves today. Fans were enthralled to meet great names from Liverpool FC namely the First-Team coach, Steve Clarke; Vice-Captain and one of the longest serving players, Jaime Carragher; one of the finest all-round midfielders in Europe, Raul Meireles; touted a rising star, John Flanagan; the classy winger, Maxi Rodriguez; a powerful centre back, Sotirios Kyrgiakos; and one of the brightest prospects in British football, Andy Carroll.

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For media enquiries, please contact:

Standard Chartered Bank Malaysia Bhd – Corporate Affairs:

Dominica Chin

Head – Brand, Sponsorship and Sustainability

Tel: +603 2781 7257 / +6012 217 0245

Email: dominica.chin@sc.com

Norliza Kamaruddin

Country Head Corporate Affairs

Tel: +603 2117 7770

Email: liz.kamaruddin@sc.com

Ahmad Ridzuan Samsudin

Senior Manager

Tel: +603 2117 7821

Email: Ahmad-Ridzuan.Samsudin@sc.com



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Note to editor:

Standard Chartered in Malaysia

Standard Chartered Bank Malaysia Berhad, a member of the Standard Chartered Group was established in Malaysia in 1875 and locally incorporated on 1 July 1994. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. It provides a comprehensive range of financial products and services including retail and wholesale banking for individuals, small and medium-sized enterprises, corporate and institutions through its network of more than 30 branches across Malaysia.

In 2001, Standard Chartered established a global shared service centre named Scope International in Kuala Lumpur, Malaysia to provide software development, banking operations and IT support services to the Bank in up to 70 countries – the first international bank to do so in Malaysia. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM). Standard Chartered's two other global shared service centres are in Chennai, India and Tianjin, China.

Another wholly-owned subsidiary of the Group, Price Solutions Sdn. Bhd is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad, its Islamic Banking subsidiary was established in November 2008. It offers a comprehensive range of Shariah-compliant products and services to individuals and corporates through its first Saadiq financial centre (branch) located in Taman Tun Dr Ismail, Kuala Lumpur.

Standard Chartered employs more than 6,000 employees in all its Malaysian operations.

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

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 Bank 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 around 1,750 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 75,000 people, nearly half of who are women. The Group's employees are of 115 nationalities, of which 60 are represented among senior management.

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