

# press release

FOR IMMEDIATE RELEASE

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## **SDN KAPUK 14 PAGI WELCOMES STANDARD CHARTERED BANK'S VOLUNTEERS ON BANKING EDUCATIONAL PROGRAM**

**Kapuk, 15 March 2008** – A group of Standard Chartered Bank's employees went to SDN Kapuk 14 Pagi primary school in Cengkareng Subdistrict, West Jakarta, conducting banking educational program. This was actually the second time for the group conducting such activity, but this time they received a pleasant surprise as they were welcomed by the students with songs, dances, poetry reading and even a musical on the importance of saving your money!

The program is basically part of Bank Indonesia's 'AYO KE BANK' (Let's Go to the Bank) campaign, educating Indonesians right from the primary school age on what, why and how to bank. Conducted periodically, this educational program is opened for every employee of Standard Chartered Bank to participate in as a volunteer.

The educational program at SDN Kapuk 14 Pagi, which is a very simple primary school in a flood prone area of West Jakarta, was conducted in an entertaining and fun way. The volunteers told stories and asked questions to test how well the students understand the benefits of banking. Irma Bratawidjaja, the project officer of this program from Standard Chartered Bank said that, "We only told them that we were coming to conduct some talks to the students on aspects of banking. We did not expect they were very prepared to welcome us. With such reception and enthusiasm, the information given will be absorbed much better by the students."

Standard Chartered Bank, in partner with with Nurani Dunia foundation, has also conducted some sustainability programs in Kapuk area, building the local capacity to be economically more self reliance, one of which by teaching them how to run a catfish farm. This is a manifestation of the bank's belief that 'Partnership changes life' and the bank is positioning itself as 'The right partner – Leading by example'..

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**Note to Editors:**

**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 70,000 people, representing some 100 nationalities, in more than 1,400 branches located in over 70 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.

In Indonesia, Standard Chartered Bank is one of the oldest banks which have been operating since 1863 in Batavia. Standard Chartered Indonesia currently has 16 branch offices in seven main cities of Jakarta, Surabaya, Bandung, Semarang, Medan, Solo and Denpasar, making Standard Chartered Bank an international bank with the largest geographical footprint in Indonesia.

For more information please visit: [www.standardchartered.co.id](http://www.standardchartered.co.id)

Attachment



**LET'S GO TO THE BANK!** Banking educational program volunteers from Standard Chartered Bank were welcomed by students and teachers of SDN Kapuk 14, Cengkareng Subdistrict, West Jakarta. As part of 'Ayo ke Bank' or 'Let's go to the Bank' program launched by Indonesian Central Bank, the volunteers gave information on the benefit of and how to do banking to students as well as teachers. Seen in the picture the volunteers with students and and teachers of SDN Kapuk 14 primary school.



**LET'S GO TO THE BANK!** Banking educational program volunteers from Standard Chartered Bank gave information on the benefit of and how to do banking to students and teachers of SDN Kapuk 14, Cengkareng Subdistrict, West Jakarta, as part of 'Ayo ke Bank' or 'Let's go to the Bank' program initiated by Indonesia's Central Bank. The program at SDN Kapuk 14 was also celebrated with arts performances including a musical on benefits of saving your money by the school students. Seen in the picture, Irma Bratawidjaja from Standard Chartered Bank testing a student's banking knowledge.