

# press release

DAPAT SEGERA DITERBITKAN

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## **Flashback 2010: Standard Chartered Bank Restore Eye Sight of 6000 Students and Teachers of Elementary/Junior High Schools in Major Cities of Indonesia**

*The Number has Doubled from 2009*

**JAKARTA, December 23 2010** - Standard Chartered Bank Indonesia ends the year 2010 with a milestone in **Seeing is Believing (SIB)** program, a public health program that focuses on blindness prevention and eye health education. The SIB program includes the Refractive Error Checking, Eye-Glasses distribution, Cataract surgery and diabetic retinopathy facility and treatment for patients who come from less fortunate communities.

Through Seeing is Believing (SIB) program, the contribution of Standard Chartered Bank has doubled compared to the previous year in terms of provision refractive error checking, where this year the number reached 22.278 students of Elementary School/Junior High Schools and 1.489 teachers from several major cities in Indonesia. From these numbers, a total of 4.868 students and 1.224 teachers have obtained free eyeglasses, where this number is also doubled from the year 2009.

CEO of Standard Chartered Bank Indonesia, Tom Aaker said: "The year 2010 is a very memorable year, not only we have promoted eye health by expanding education coverage through the schools and local communities, but we also managed to increase the quantity of the eye-glasses recipients. This is a prove of our contribution through our Seeing is Believing program to communities in need. On top of that, we also feel proud that Standard Chartered Bank employees were directly involved as volunteers in this activity. Significant increase is seen in the number of days for volunteering activities (voluntary work), which has reached a total of 1579 days. "

In Indonesia, Standard Chartered Bank is in partnership with the Association of Indonesian Eye Specialists (PERDAMI) and Helen Keller International Indonesia (HKI), to jointly help to improve the quality of life and quality of education learning process for the future generation as part of a long-term commitment to the Standard Chartered Bank blindness prevention.

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In addition to the eye-glasses distribution, in 2010 the SIB program has funded more than 1,500 cataract surgeries and more than 1,000 eye health examinations in various cities in Indonesia. Globally, Standard Chartered Bank aims to provide eye health services for an estimated 20 million sufferers in various areas in need, in 20 cities around the world.

According to the data from the World Health Organization / WHO, Indonesia is currently ranks second in terms of number of people who suffered blindness. In addition, currently around 1.47 percent of Indonesia's population or about 3.5 million people have suffered blindness on both eyes, where 60-70 percent caused by cataract disease. The annual increase in the number of new cataract patient is reaching around 210,000 people per year.

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## Notes to Editor:

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

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. It 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

As one of the oldest banks in Indonesia, Standard Chartered Bank has 148 years of operations dating back to 1863. With 19 branch offices in six major cities in Indonesia including Jakarta, Bandung, Semarang, Surabaya, Denpasar and Medan and a network of over 17,000 shared ATMs, making the Bank as one of the international bank with widest geographical footprints in Indonesia. Standard Chartered also invested majority shares in Permata Bank and has acquired American Express Bank.

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

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## **About Seeing is Believing (SiB)**

Seeing is Believing (SiB) is a global initiative to help tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) (registered charity, No. 1100559). IAPB is the leading umbrella organisation for NGOs working in the field of eye care. Together with the World Health Organisation, it launched 'VISION 2020: The Right to Sight', a global campaign to eliminate avoidable blindness by 2020.

To date, Seeing is Believing has raised over US\$ 17 million for blindness initiatives and plans to invest a further US\$ 20 million by 2014. Seeing is Believing is the single largest contributor to the development of VISION 2020 programmes through IAPB.

Seeing is Believing funds leading eye-care NGOs to provide marginalised populations access to complete services from cataract surgery, to preventative treatment and specialised medical interventions. Projects are selected according to strict criteria to ensure they address need and have a sustainable impact, beyond the life-span of project funding.