

# press release

## Standard Chartered Indonesia Customers Donate Credit Card Reward Points for Blindness Prevention

**JAKARTA, 19 December 2011** --- Standard Chartered today announced the result of credit card reward points that would be donated to Seeing is Believing programme in 2012. Seeing is Believing is an eye care programme with the mission to prevent avoidable blindness for the less fortunate community that was launched in Indonesia since 2003. The reward points programme received positive response from customers judging from the high level of participation in the scheme.

CEO Standard Chartered Bank Indonesia **Tom Aaker** said, "We are very grateful to our customers who have supported our Seeing is Believing programme. Through the credit card reward points, our customers have contributed to donate as much as IDR 835,400,000 throughout the period March until November 2011. Standard Chartered would match up to double the amount to IDR 1,670,800,000 that will be channelled to various eye care programmes for the people in need. This achievement is prove of solid partnership between the Bank, customers and our surrounding community in creating a better livelihood."

Meanwhile, General Manager Retail Products, Consumer Banking Standard Chartered Bank Indonesia **Ina Susanti** explained, "We have been observing the shifting trend in credit card reward points. Despite the majority customers still prefer to redeem their reward points for shopping vouchers, there is a tendency that customers are no longer attached to their personal gain but giving to others for social cause. The trend shows that reward point redemption for charity placed in number four among others."

Standard Chartered Group has recently announced in the Clinton Global Initiative Annual Meeting 2011 to raise USD100 million by 2020 to build sustainable eye-care services across Asia, Africa and the Middle East. Whilst in Indonesia, Standard Chartered has donated more than USD2 million for Seeing is Believing programme to hold free cataract surgery, diabetic retinopathy treatment as well as eyeglasses distribution across Indonesia. "Thanks to the lend of hand from our customers, together we can help more underprivileged people to get better eye care services," Ina ended.

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**Note to Editors:**

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