

# press release

FOR IMMEDIATE RELEASE

## **Standard Chartered announces ambition to contribute USD 10 Million to the fight against avoidable blindness**

12<sup>th</sup> October 2006, London - Standard Chartered has launched the next phase of its Seeing Is Believing programme with the aim of making a difference to the lives of 10 million people by World Sight Day 2010. The programme will be delivered through a range of social, medical and community based projects focusing on prevention as well as intervention.

Mervyn Davies, Group Chief Executive, Standard Chartered Bank said

“Eliminating avoidable blindness doesn’t take a miracle. It takes innovation, money, commitment, and good governance. The success of Seeing is Believing so far is credit to the passion and energy of our staff and this extended ambition reflects our continued commitment to making a difference.

Dr Gullapalli Nag Rao, President, International Agency for the Prevention of Blindness added

“We highly value the contribution of Standard Chartered Bank and we are excited to be moving into this new phase of collaboration”

Seeing is Believing is a partnership within Vision 2020: The Right to Sight. There are 37 million blind people in the world and yet a staggering 75% of this blindness was either preventable or is reversible. Seeing is Believing has already raised more than USD 3 Million to help to contribute to one million sight restorations across the world.

In addition to the USD 10 million pledged, the Bank is offering each member of its 50,000 employees two days paid voluntary leave to give them the opportunity to work on Seeing is Believing projects.

This next phase of Seeing is Believing will be aligned with National eye care plans, aimed at delivering localised priorities. The approach will pilot in India, Bangladesh, Pakistan and Tanzania in 2007, before being extended to a further six VISION 2020 selected countries. The programme will then be rolled out to support implementation in an additional ten countries by 2010.

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## **Press Information**

For more information, please contact:

Lisa ter Haar  
*Only Connect Solutions*  
e-mail: [lisa@onlyconnectsolutions.com](mailto:lisa@onlyconnectsolutions.com)  
+447973 819 395 (mobile)

Vicky Caplin  
*Only Connect Solutions*  
e-mail: [vicky@onlyconnectsolutions.com](mailto:vicky@onlyconnectsolutions.com)  
+447976 432 721 (mobile)

Joanna Conlon  
Standard Chartered Bank  
email: [Joanna.conlon@uk.standardchartered.com](mailto:Joanna.conlon@uk.standardchartered.com)  
+44 (0)207 280 7184

## **Notes to Editors**

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

Standard Chartered PLC is listed on both the London Stock Exchange and the Hong Kong Stock Exchange and is consistently ranked in the top 25 among FTSE-100 companies by market capitalisation.

Standard Chartered has a history of over 150 years in banking and is in many of the world's fastest-growing markets with an extensive global network of over 1,200 branches (including subsidiaries, associates and joint ventures) in over 50 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

As one of the world's most international banks, Standard Chartered employs almost 50,000 people, representing over 90 nationalities, worldwide. This diversity lies at the heart of the Bank's values and supports the Bank's growth as the world increasingly becomes one market.

With strong organic growth supported by strategic alliances and acquisitions and driven by its strengths in the balance and diversity of its business, products, geography and people, Standard Chartered is well positioned in the emerging trade corridors of Asia, Africa and the Middle East.

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Standard Chartered uniquely derives over 90 per cent of profits from Asia, Africa and the Middle East. Serving both Consumer and Wholesale Banking customers worldwide, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award-winning solutions.

Trusted across its network for its standard of governance and corporate responsibility, Standard Chartered takes a long term view of the consequences of its actions to ensure that the Bank builds a sustainable business through social inclusion, environmental protection and good governance.

Standard Chartered is also committed to all its stakeholders by living its values in its approach towards managing its people, exceeding expectations of its customers, making a difference in communities and working with regulators.

For more information on Standard Chartered, please log on to [www.standardchartered.com](http://www.standardchartered.com)

## **About Seeing is Believing**

- The next phase of the programme aims to have a positive impact on the lives of ten million people by the year 2010.
- The programme is also supporting VISION 2020 - The Right to Sight, a global collaboration bringing together the International Agency for Prevention of Blindness (IAPB), the World Health Organisation (WHO), international non-governmental organisations (INGOs) and health workers. VISION 2020s aim is to eliminate avoidable blindness by the year 2020.
- The Seeing is Believing programme structure is driven and monitored by a Seeing is Believing Committee, chaired by a senior Bank Executive. Board members include representatives from the World Health Organisation, IAPB (International Agency for the Prevention of Blindness) (representing VISION 2020), major sponsors and senior private sector executives.
- Through the Bank's support and funding of international NGOs working with governments to realise effective national strategies against avoidable blindness, projects in 20 countries will deliver a range of eye care services ranging from cataract surgery to training eye care personnel, and supporting training facilities and eye care centres.
- Funding will go to international and local NGOs (Non Governmental Organisations) through Seeing is Believing Country Committees, and a robust reporting structure will ensure effective use of funds and measurable results.

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- The previous phase of Seeing is Believing, Standard Chartered Bank's unique community investment programme aimed to raise US\$6 million – enough to achieve the goal of one million sight restorations by World Sight Day, October 2007 and exceeded this target ahead of schedule .
- This previous phase of Seeing is Believing (in partnership with Sight Savers International) identified 12 flagship projects in 10 countries: Bangladesh, China, India, Indonesia, Kenya, Nigeria, Pakistan, Sri Lanka, Thailand and Vietnam and a programme of training and surgery in Pakistan and India.
- Seeing is Believing are working with several corporate partners, including DHL and Dubai Duty Free who are raising money and raising awareness.
- Successful implementation of the VISION 2020 initiative will represent a global saving of USD 223 billion in lost productivity by 2020.

## **About Vison 2020 : The Right to Sight**

VISION 2020: The Right to Sight is the global joint initiative of the World Health Organisation (WHO) and the International Agency for the Prevention of Blindness (IAPB), with an international coalition of NGOs, institutions and professional associations. The 12th October marks World Sight Day. This global WHO day of awareness recognises VISION 2020: The Right to Sight, and its aim to eliminate avoidable blindness worldwide by the year 2020.

Every 5 seconds, someone in our world goes blind, and a child goes blind every minute. Yet as much as 75% of blindness is avoidable – resulting from causes which could be prevented or effectively treated using known and cost-effective methods. On World Sight Day hundreds of organisations worldwide work together to raise awareness of the global movement for the prevention of avoidable blindness.

The successful worldwide implementation of VISION 2020: The Right to Sight is expected save 100 million people from blindness by the year 2020. The initiative brings together governments and non-governmental agencies to facilitate the planning, development and implementation of sustainable national eye care programmes.