



Proud to Stand Red for 10 Years

Standard Chartered is Proud to #StandRed with Liverpool FC for 10 Years

20 January 2020, Hong Kong – Standard Chartered has been the Official Main Partner of Liverpool FC (LFC) since 2010 and this year marks the 10th anniversary of the longstanding partnership. As part of the celebrations of this important milestone, the Bank created the event – Red for a Day – where employees around the globe are encouraged to unite around the power of partnership and wear red for a day, on 17th January 2020. Staff dressed in red can enter a photo competition and win a trip to watch LFC play live at Anfield, LFC’s home ground.





Mary Huen, CEO of Standard Chartered Hong Kong, together with the Bank's senior management and staff, dressed in red, celebrating the 10th anniversary of the Standard Chartered-LFC partnership.

The Bank renewed its sponsorship contract with LFC in 2018 and the relationship with the Club would extend to the end of the 2022-23 season, making it the second-longest sponsorship deal in Reds' history.

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Notes to Editors:

Standard Chartered

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets, and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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Liverpool Football Club

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, six European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.

As a socially responsible Club, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation, which aims to create life changing opportunities for children and young people in Merseyside and beyond, and the Red Neighbours programme, which creates events and experiences specifically aimed at improving the lives of those living in and around the Anfield area (L4, L5 and L6).

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.