



### **Standard Bank brings MTN AFCON trophy to SA**

*10 January 2008*

Standard Bank, the Ghana 2008 LOC and Abedi Pele presented the trophy of the MTN Africa Cup of Nations to South Africa at a media briefing in Johannesburg today.

Standard Bank is an official sponsor and partner to the prestigious soccer showpiece which kicks off in Accra, Ghana on 20 January 2008. Abedi Pele, named African Footballer of the Year three times from 1991 to 1993, is Standard Bank's official Football Ambassador for the event.

For the first time in the tournament's history, the trophy has been released for a historic six-week tour of the continent. Standard Bank has already presented the trophy in five countries – ahead of the tournament's start – to share the passion of Africa's soccer showpiece with fans, supporters, customers and staff.

After the South African leg, the trophy travels to Nigeria from 15 to 17 of January and then onto Ghana for the tournament's opening celebrations.

Standard Bank is a South African emerging markets financial services company, with operations in 18 African countries. In some of these countries, the bank also trades as Stanbic Bank.

"Although Standard Bank has a global presence, we remain rooted in our African heritage. By taking the trophy to the people, and giving football fans across the continent the opportunity to be part of this truly African competition, we have successfully tapped into that heritage," said Clement Motale, Director Group Sponsorships Standard Bank.

"The most relevant and meaningful unifier in Africa is football, and our involvement in the MTN Africa Cup of Nations is the platform to connect and engage with our staff, customers and all football fans through that shared passion," Motale continued.

The Trophy Tour has helped focus the spotlight on the growing importance of African football on the world stage. In particular, Standard Bank's sponsorship has helped invigorate football structures continent-wide with new levels of professionalism, bringing resources that ensure new talents and players are brought into the system, and that the industry around football continues to grow.

Motale explains: "MTN Africa Cup of Nations is the biggest football event on the continent, and is a notable contributor to African aspirations in the FIFA 2010 World Cup. It's our chance to showcase African football to a global audience and the Standard Bank sponsorship assists with the continent's goal to ensure African football reaches its full potential."

### **Standard Bank sponsorship of African football**

In 2005 Standard Bank announced a R15 million injection into African football over three years, becoming an official partner to 2006, 2007 and 2008 editions of the MTN CAF Champions League, and the MTN Africa Cup of Nations in Ghana 2008.

The MTN Africa Cup of Nations is the main international football competition for CAF nations. It has been held every two years since 1968. The 2008 tournament will be hosted by the West African country of Ghana.

**Detailed itinerary of the Standard Bank Trophy Tour**

Uganda : 8 -10 November 2007

Namibia : 15 -17 November 2007

Botswana : 22 -24 November 2007

Zambia : 6 - 8 December 2007

Mozambique : 15 -17 December 2007

South Africa : 10 -11 January2008

Nigeria : 15 -17 January 2008

Ghana : 18 -20 January 2008

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