

TESTIMONY OF

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for the

UNITED STATES SENATE

COMMITTEE ON BANKING, HOUSING AND URBAN AFFAIRS

**“COMBATING CHILD PORNOGRAPHY BY ELIMINATING
PORNOGRAPHERS' ACCESS TO THE FINANCIAL PAYMENT SYSTEM”**

September 19, 2006

Thank you Mr. Chairman and distinguished members of the Committee for the opportunity to contribute to this critical discussion. My name is Mike DeNoma and I am a Group Executive Director of Standard Chartered Bank and the CEO of our Global Consumer Bank. My home base is Singapore. As we all know, the scourge of child pornography knows no boundaries. For that reason, I was eager to travel to Washington, D.C. to be part of these important hearings. I commend the Senate Committee on Banking, Housing and Urban Affairs for its commitment to this vital issue. In particular, I want to acknowledge Senator Shelby for his leadership in helping us build and launch the Financial Coalition Against Child Pornography.

In addition to my role at Standard Chartered, I am a member of the Board of Directors of the International Centre for Missing & Exploited Children. It is an honor to be affiliated with a group that has done so much for the welfare of children.

Standard Chartered is a founding member of the Financial Coalition Against Child Pornography. As an individual institution, Standard Chartered has its own processes for ridding its systems of child pornography merchants. And, we are beginning to share best practices with other industry players. However, we firmly believe that the best way to battle this horrendous problem is to join resources and brainpower with other members of the industry on both a global and a country-by-country basis. Given my company's 153-year history and role in Asia, Africa and the Middle East, we have committed to take the lead in attempting to recruit key actors (governments, payment providers, regulators,

financial institutions, Internet Service Providers) within each of our 56 countries and have them join forces to combat this serious problem on a national level.

Our objective is to present these key actors in 75% of our countries by the end of March 2007. We have been working in Singapore as a pilot market for this approach over the last 5 months. The Association of Banks in Singapore (110 Members) and the Coalition it formed, we believe, is now just weeks away from making an important announcement on how it will combat this problem on a Singapore level.

Further, we are trying to raise awareness of the size, scope and intensity of this problem amongst critical local decision makers as well as with the general public and opinion formers across our markets and the globe.

To that end, we recently launched a campaign that we call “Light A Million Candles.” Our goal is to gather a million signatures in a virtual petition to challenge financial institutions, governments, payments organizations, Internet Service Providers, technology companies and law enforcement agencies to work together to eradicate the problem. It is a platform to tell the facts and to get people to take action.

The campaign was developed by a team led by Standard Chartered employees who donated not only their time, but also their creativity. Global advertising agency TBWA worked with award-winning director Royston Tan and well-known photographer Geoff Ang to develop a hard-hitting campaign involving a TV commercial, print ads, a viral e-

mail in 22 languages and a web site, to increase awareness of the global problem of child pornography and to motivate people to visit www.lightamillioncandles.com to pledge their support for this cause. Only one week old, 76,000 candles have already been lit on the web site by individuals from 130 countries.

In addition, the global media agency OMD is approaching international media owners to support the cause by running the TVC and print ad as a public service. So far, CNN, MTV, the BBC, Discovery Channel, Time Magazine and Readers Digest in four languages have already agreed to donate media space to support the campaign. We expect much more coverage in the weeks and months ahead.

In terms of a Financial Services Industry push, the 23,000 delegates and observers to the IMF/World Bank meetings in Singapore this week, will see the TV spot in the elevators of 110 buildings and hotels and on the big video screens in main conference areas. And perhaps most important, our Chairman and Senior Executives will be working at the IMF on a personal level to raise awareness of this issue and to enlist international and local financial institutions to join the Financial Coalition Against Child Pornography.

As you can see, Standard Chartered is engaged in the fight on a number of fronts. To be sure, the challenge is considerable in many areas (safe harbor legislation on legal liability, clearinghouse administration/accountability, and rapidly evolving alternative payment methods) but the good news is that awareness of the problem is growing rapidly

and the payments industry is putting a great deal of muscle into following and stopping the flow of funds to this insidious enterprise.

Again, I commend the Committee for its proactive work on this critical matter and look forward to continuing our dialogue with you.