



**Standard Life
Investments**

PRINCIPAL PARTNER

PRESS RELEASE

11 January 2016
For Immediate Release

STANDARD LIFE INVESTMENTS TO PARTNER THE BRITISH & IRISH LIONS FOR THE 2017 TOUR TO NEW ZEALAND

THE BRITISH & IRISH LIONS and Standard Life Investments today announced that the global asset manager will become a Principal Partner for the 2017 tour to New Zealand.

Standard Life Investments will sponsor the world famous jersey in a deal that replaces the association with HSBC.

British & Irish Lions CEO John Feehan said “Standard Life Investments is a perfect fit for the British & Irish Lions, who represent the best of the best in the Home Nations.

“We wanted a partner who shared the same values of respect, integrity, discipline and friendship, we have found that partner in Standard Life Investments. We are looking forward to working with Standard Life Investments a brand that is synonymous with excellence as we head into the ultimate challenge against the double World Champions.”

Standard Life Investments, is also the first and only Worldwide Partner of the Ryder Cup. Keith Skeoch, Chief Executive Officer, said “I believe that teams which work together succeed together. For me, the Lions personify this. Being part of their tour to New Zealand in 2017, the first in 12 years, presents us with an opportunity to raise awareness of our business globally and to inspire both our people and our clients.

“At Standard Life Investments we believe our commitment to excellence, our depth of expertise and our team of talented people gives our clients confidence for the long term. Associating our brand with partners who share our values and ambition will help us to strengthen our business and build our brand around the world”.

[ENDS]

FURTHER INFORMATION

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NOTES TO EDITORS

1. With assets under management of £250.6bn (30/09/15), Standard Life Investments is one of Europe's leading investment houses.
2. Standard Life Investments was launched as an investment management company in 1998. It is a wholly owned subsidiary of Standard Life Investments (Holdings) Limited, which in turn is a wholly owned subsidiary of Standard Life plc.
3. Headquartered in Edinburgh, Standard Life Investments' maintains offices in a number of locations around the globe including Boston, Hong Kong, London, Beijing, Toronto, Sydney, Dublin, Paris and Seoul. In addition, we have close relationships with leading domestic players in Asia, including HDFC Asset Management in India and Sumitomo Mitsui Trust Bank in Japan.
4. To access the Standard Life Investments virtual press office, access the link below:
http://www.standardlifeinvestments.com/press_office/index.html

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Calls may be monitored and/or recorded to protect both you and us and help with our training.
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