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## PRESS RELEASE

### BUILD UP FINANCIAL KNOWLEDGE FOR CHILDREN WITH SHINHAN BANK AT KIDZANIA CONCEPT

Ho Chi Minh City, 27<sup>th</sup> of October 2023 – Shinhan Bank Vietnam ("Shinhan Bank") has participate at the KidZania Concept, Lotte Mall West Lake, Hanoi.

KidZania is an international "educational - intellectual" park model designed particularly for children aged 4 to 15, which debuted in Hanoi for the first time, offering modern facilities and 48 career opportunities to let children live and work like adults. KidZania has its own history and culture, as well as a full economic system that includes KidZo currency, banks, and other economic and financial institutions.

Children will be able to play roles such as “bankers” and “transaction customers” at Shinhan Bank at KidZania. Transforming into a "banker" teaches children how to operate and function in financial and banking activities. As a “transaction customer”, children will learn how to handle funds, manage spending, and comprehend finance such as saving, transferring money in KidZo coins, and paying bills.

*A representative of Shinhan Bank Vietnam said: “Through our presence at KidZania, we hope to provide a practical playground for children where they can directly participate in activities such as creating, managing personal financial plans, and gradually accessing and using banking products and services. We desire to share the importance of financial education to children, as well as provide them with more knowledge and enhance their sense of responsibility in life.”*

Until the end of 2023, Shinhan Bank plans to launch a promotional program for customers that use the Shinhan SOL Vietnam application, with the rewards being complimentary admission to KidZania.

KidZania was founded in 1997 in Mexico and launched its initial location in 1999. Today, it has 26 facilities in 17 countries worldwide. On October 27<sup>th</sup>, KidZania debuted in Hanoi on the 5th Floor of Lotte Mall West Lake, with an area of up to 5,300m<sup>2</sup>. MBC PlayBe Company (affiliated with MBC Korean Television Station) operates KidZania Hanoi, which now has two very well-known locations in Seoul and Busan.

## **ABOUT SHINHAN BANK VIETNAM**

Shinhan Bank Vietnam Limited (“Shinhan Bank”) is a subsidiary of Shinhan Bank Korea, an affiliate of Shinhan Financial Group (SFG). SFG is the leading financial holding company in Korea and listed to both Korea Exchange (KRX) and New York Stock Exchange (NYSE).

In Vietnam, Shinhan Bank’s history can be traced back to 1993 when Shinhan Bank first opened the representative office in Ho Chi Minh City. Over the history of 30 years, Shinhan Bank has built a broad network expanding from the North, the Central and the South of Vietnam. Currently, Shinhan Bank has been offering a diversified portfolio of tailored corporate and consumer banking products and solutions.

In 2023, Shinhan Bank was received four consecutive awards from the prestigious international organizations, including: Best Foreign Retail Bank Vietnam 2023 granted by Global Business Review Magazine, Best Foreign Digital Bank Vietnam 2023 granted by International Business Magazine and Best Foreign Bank Vietnam 2023 granted by World Economic Magazine, Fast Growing Corporate Bank Vietnam 2023 by Global Banking and Finance Review Magazine.

For more information about Shinhan Bank Vietnam, please visit

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