

[PRESS RELEASE]

SAMSUNG VIETNAM COLLABORATES WITH SHINHAN BANK VIETNAM: BRINGING THE SAMSUNG WALLET SOLUTION CLOSER TO VIETNAMESE CUSTOMERS.

Samsung Vietnam collaborates with Shinhan Bank Vietnam to improve Vietnamese clients' busy and modern lifestyles through payment with the Samsung Wallet.

HCMC – 14 June 2023 – Samsung Vina Electronics officially signed the MOU with Shinhan Bank Vietnam to establish the strategic relationship between Samsung Wallet and financial products from Shinhan Bank.

Sharing the same vision of creating a seamless and secure digital payment ecosystem, the strategic signing event “Luu tru an toan – Thanh toan de dang” (Safe storage – Quick paycheck) of Samsung Wallet and Shinhan Bank will serve as a foundation to accelerate a convenient and comfortable lifestyle for both Galaxy users and Shinhan customers within the scenario of mobile payment making its way to all activities, entertainment of Vietnamese customers

“In the context of the market's digital transformation, I am confident that the collaboration between Shinhan Bank and Samsung will leverage both companies' strengths to create an integrated digital payment platform more suitable and comprehensive for Vietnamese consumers” said Mr. Lee Chung Lyong, President of Samsung Vina.

As mobile technology continues to evolve and shape customers' daily lives. Especially at a time when the digital transformation process is accelerating in big cities, it is crucial to provide consumers with innovative and secure financial solutions. Consequently, Samsung Wallet and Shinhan Bank are committed to leading this evolution and empowering Vietnamese consumers with the tools they need to embrace a digital-first lifestyle.

The partnership will enable Galaxy users to seamlessly connect their Shinhan Bank cards to Samsung Wallet, empowering them to make fast and secure payments using their smartphones. With Samsung's cutting-edge management and security platforms, this collaboration will offer a convenient, confident, and reassured feeling to customers while getting used to using mobile payment for daily activities.

This connection also opens new opportunities for Galaxy smartphone owners to meet their digital lifestyle. Users will benefit from Samsung's wide ecosystem when special offers from Shinhan Bank for Korean companies' products and services in Vietnam are integrated and managed directly in the Samsung Wallet digital wallet. Users can thoroughly enjoy life with top services thanks to Knox Guard's mobile payment method with the finest security quality.

"We firmly believe that our collaboration with Samsung Wallet will be instrumental in accelerating Vietnam's digital transformation process through secure mobile payment. By combining Shinhan Bank's financial expertise with Samsung's security performance, we are confident that we can make mobile payment the preferred mode of payment for every Vietnamese citizen." Mr. Kang GewWon – CEO & General Director of Shinhan Bank stated.

The widespread adoption of mobile payment through Samsung Wallet on Galaxy smart devices will provide a positive development to Vietnam's digital economy and lifestyle.

By taking an advance of Galaxy ecosystem, user's reliance on cash reduction and secure financial management on Samsung Wallet, Vietnam can promote financial inclusion, increase transparency, and accelerate economic growth. The partnership between Samsung Wallet and Shinhan Bank is a strategic movement that aligns with the Vietnam government's strategy while also supporting digital transformation across the country.

To enhance capacity and speed the realization of this vision for all users across the country, Samsung and Shinhan Bank will continue to provide consumers with pioneering activities for customers using Shinhan cards in mobile payment

- *By connecting API from Shinhan SOL Vietnam - Shinhan Bank's mobile banking application to automatically integrate cards via Samsung Wallet application with just one touch "save to Samsung Wallet", applicable to all both cards support the integration of Samsung Wallet and lines of cards dedicated to specialized services (BEAMIN, KOREAN AIR, LOTTE VISA Card) and support student cards.*

To celebrate the partnership of Samsung Wallet and Shinhan Bank, Samsung and Shinhan Bank together offer special promotions for customers making payment with Shinhan cards through Samsung Wallet taking place from June 16, 2023 to July 15, 2023, including:

- Discount directly on the bill:
 - Discount 500.000VND directly for each bill when buying Galaxy S23 series, Z Fold4, Z Flip4 with Shinhan Visa card when paying via Samsung Wallet app at all Samsung dealers.
- Special offers:
 - *Receive 01 Laneige voucher worth 400.000VND with 04 transactions per week from Friday by Shinhan card via Samsung Wallet app*
- Refund:

- *Instant 50% cashback on every first transaction with Shinhan card via Samsung Wallet app (up to 200.000 VND)*
- *Instant refund of VND 1.000.000VND to customers who reach minimum transaction of VND 5.000.000VND at the earliest when transacting with Shinhan card via Samsung Wallet application.*

About Samsung Vietnam

Samsung Vietnam inspires the world and defines the future with ground-breaking ideas and technology that transform TVs, smartphones, smart wearables, tablets, and gadgets. Networking, memory cards, semiconductor technology, and LED solutions are all examples of digital appliances. To stay up to speed on the latest news, go to the Samsung Newsroom at <http://news.samsung.com/vn>

About Shinhan Bank Vietnam

Shinhan Bank Vietnam One Member Limited ("Shinhan Bank") is a branch of Shinhan Bank of Korea, which is part of the Shinhan Financial Group (SFG). SFG is a significant Korean financial conglomerate formed by the merger of Shinhan Bank of Korea, Shinhan Investment Fund, and Shinhan Investment Management Company. SFG is traded on the Korea Exchange (KRX) as well as the New York Stock Exchange (NYSE).

Shinhan Bank has had a commercial representative in Vietnam since 1993, when the first representative office opened in Ho Chi Minh City. Ho Chi Minh City. Shinhan Bank has expanded its network of activities throughout the North, Central, and South after 30 years of existence and expansion. Shinhan Bank currently offers a diverse product offering and exceptional financial solutions to both individual and corporate customers.

Shinhan Bank was named Best Foreign Retail Bank in Vietnam by Global Business Review Magazine in 2023, as well as the best foreign bank in digital transformation in Vietnam by International Business Magazine and the best foreign bank in Vietnam by World Economic Magazine.

Please visit for more information on Shinhan Bank Vietnam.

Website: <https://shinhan.com.vn/>

Facebook: www.facebook.com/Shinhanbankvn/

Instagram: <https://www.instagram.com/nganhang>