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[caobaovy@gmail.com](mailto:caobaovy@gmail.com)**PRESS RELEASE****SHINHAN BANK AND LOTTE MART SIGNED A PARTNERSHIP AGREEMENT TO LAUNCH SHINHAN - LOTTE MART CARD**

*Ho Chi Minh City, 20<sup>th</sup> November 2019* - Shinhan Bank Vietnam Ltd. ("Shinhan Bank") has officially signed a partnership agreement with Lotte Vietnam Shopping Joint Stock Company ("Lotte Mart") to launch Shinhan - Lotte Mart card, offering attractive utilities and point accumulation to customers who shop at Lotte Mart stores nationwide. The signing ceremony was taken place on 20<sup>th</sup> November 2019 at Lotte Mart's head office at No. 469 Nguyen Huu Tho Street, Tan Hung Ward, District 7, Ho Chi Minh City. This event is also a landmark for the sustainable partnership between Shinhan Bank and Lotte Mart Group in the future.

Shinhan - Lotte Mart card offers cardholders with Lotte Mart exclusive privileges. Accordingly, cardholders can accumulate unlimited points to their Lotte Mart membership accounts with accumulative rate of up to 2.5% for each shopping transaction if using Shinhan - Lotte Mart card for payment. Especially, during the card launch period from 20<sup>th</sup> November 2019 to 30<sup>th</sup> April 2020, credit cardholders have the chance to get a 2.5% cash back for payment from VND 500,000 at Lotte Mart stores nationwide and enjoy 5% discount for shopping on Speed L application with any payment from VND 500,000. With integrated contactless payment technology, Shinhan - Lotte Mart card offers customers with optimal convenience for their shopping and payments at all Lotte Mart stores and at other merchants accepting card payment nationwide.

This partnership between Shinhan Bank and Lotte Mart and their launch of Shinhan - Lotte Mart card are another advancing steps of Shinhan Bank in the process of strengthening the expanding its partnership network to bring customers with optimal convenience of using bank's card services.

Sharing at this ceremony, Mr. Kang Min Ho – General Director of Lotte Mart in Vietnam, said: "Our partnership with Shinhan Bank this time goes together with the goal of bringing the convenient shopping experiences to customers at Lotte Mart. With this Shinhan - Lotte Mart Card, customers can enjoy and benefit from attractive offers

through the feature of unlimited point accumulation of this card, besides our effort to upgrade and perfect the shopping environment at Lotte Mart”.

Also at this ceremony, Mr. Shin Dong Min – CEO of Shinhan Bank in Vietnam, shared: “Shinhan Bank is trying to expand our partnership with partners and our affiliate network to launch new credit card lines, giving customers a wide ranges of payment options. With Shinhan - Lotte Mart card, we develop the feature of unlimited point accumulation that enables cardholders to get the most of their credit cards. The strategic cooperation between Shinhan Bank and Lotte Mart promises great benefits to customers for their shopping at Lotte Mart in particular, and at the other merchant accepting card payment nationwide in general”.

In addition to developing a various card products, Shinhan Bank also focuses on expanding its partnership network and setting up alliance with over 200 merchants in different fields, creating a strong and diversified Shinhan Zone ecosystem. With the privileges of Shinhan Bank's card, customers have chances to enjoy relaxes at luxurious hotels or spas; great culinary experiences from famous restaurant chains; take care of themselves and their family with premium healthcare and beauty services; as well as enjoy shopping offers from the bank's extensive affiliate merchant system.

#### **About Lotte Mart**

Lotte Vietnam Shopping Joint Stock Company (“Lotte Mart”) is an affiliate of Lotte Group in Korea. Lotte Mart marked its presence in Vietnam with its first Lotte Mart supermarket in District 7, HCMC in 2008. It is recognized one of the first foreign retailers entered Vietnam market and has retained its successes so far. Lotte Mart has developed successfully 14 shopping malls and supermarkets in almost big cities and provinces in Vietnam, such as HCM City, Dong Nai, Binh Duong, Vung Tau, Can Tho, Binh Thuan, Da Nang, Ha Noi and Khanh Hoa.

## **ABOUT SHINHAN BANK**

Shinhan Bank Vietnam Ltd. (“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, which was established on the basis of Shinhan Bank, Shinhan Capital and Shinhan Investment Management. SFG has been equipped with over 27,000 well-trained employees in the world, offering a diversified financial products and services, such as Banking, Consumer Finance, Insurance, Asset Management, Brokerage and others. SFG is also listed to both Korea Exchange (KRX) and New York Stock Exchange (NYSE).

Being a part of SFG, Shinhan Bank Korea is considered as the flagship of the group with headquarters in 20 countries and its net profit ranked first in Korea’s banking industry in 2018. In three consecutive years, 2016, 2017 and 2018, Shinhan Bank had honor to be in the list of Top 50 Safest Banks in the world, released by Global Finance. Shinhan Bank is also listed by Asian Banker as the Best Retail Banker in Asia Pacific region in 2017 and 2018.

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, offering a diversified portfolio of tailored corporate and consumer banking products and solutions. Over the history of nearly 26 years, Shinhan Bank has built a broad network covering many cities and provinces across the country, from the North to the South, with 36 branches and transaction offices. With a wide network of branches and ATMs across Vietnam and modern e-banking service, we are serving millions of corporate and consumer clients. In 2019, Shinhan Bank in Vietnam was granted the award HR Asia Best Company To Work For In Asia 2019 by well-respected regional HR Asia publication.

For more information, please visit:

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