

CONTACT:

Ms. CAO BAO VY – Head of Marketing
Tel: (84-8) 3528 7836 | Mobile: (84) 908 549 095
Email: caobaovy@shinhan.com | caobaovy@gmail.com

Mrs. Nguyen Thanh Nga – Galaxy Communications
Tel: (84-8) 3910 2007 | Mobile: (84) 918 062 306
Email: nganguyen@galaxy.com.vn

PRESS RELEASE**SHINHAN BANK ANNOUNCES COACH PARK HANG SEO AND U23 CAPTAIN LUONG XUAN TRUONG TO BE ITS 2018 BRAND AMBASSADORS**

Ho Chi Minh City, April 9, 2018 - Shinhan Bank Vietnam Ltd. (“Shinhan Bank”) officially announces Coach Park Hang Seo and U23 Captain Luong Xuan Truong to be the Brand Ambassadors of Shinhan Bank in 2018 (*). After U23 Vietnam’s excellent performance in the recent Asian Football Confederation (AFC) U23 Champions Finale, Coach Park Hang Seo and Luong Xuan Truong have become the icons of inspiration, evoking the determination to follow the passion and dreams in Vietnamese football fans. Having Coach Park Hang Seo and Luong Xuan Truong as its Brand Ambassadors, Shinhan Bank wishes to continue spreading this positive attitude for life: *“Dare to set big goals and be committed till the very end, your efforts will be paid off. Shinhan Bank commits to accompany the valued customers in the journey to achieve their next big goals”*. That is the underlying message Shinhan Bank would like to deliver to its customers through this campaign.

The Korean Coach – Mr. Park Hang Seo has led the National Football Team, U23 Football Team and Vietnam National Olympic Team since October 2017. He was highly respected for his tactical skills and talent ability in using players smartly on the field. This was significant contribution to bringing U23 Vietnam the glorious runner-up position in AFC Cup after just three months taking the role as a coach. Coach Park Hang Seo also receives overflowing love and admiration from the media and football lovers in Vietnam for his resolute leadership on the field but open and friendly style in everyday life. Being a valued and loyal customer of Shinhan Bank in Korea, Coach Park Hang Seo now is very eager with his new role with Shinhan Bank Vietnam. He shares, *“To me, Shinhan Bank is not only a reliable financial partner from Korea, but also a hometown fellow who accompanies me in many of my activities in Vietnam. Taking the role as the Brand Ambassador for Shinhan Bank, I hope to promote the Korean values and positive inspirations to the Vietnamese people”*.

Together with the miraculous achievement of U23 Vietnam, Luong Xuan Truong also left strong impression as a capable Captain with immense talents and consistent performance. His audacious fighting spirit and determination have become “catalysts” that inspire the historic and captivating performance of U23 Vietnam. Coming from Hoang Anh Gia Lai – Arsenal Football Academy (JMC), and having 2 years

playing for Incheon United and Gangwon Football Club in Korea, Xuan Truong has embraced a bold playing style with discipline and positive attitude to face challenges head on. In his role as the Brand Ambassador of Shinhan Bank for 2 consecutive years, Xuan Truong wishes to inspire Shinhan's young customers to have determination and commitment to achieve their big goals in life.

Sharing the rationality behind decision on choosing Coach Park Hang Seo and U23 Captain Luong Xuan Truong as the Brand Ambassadors of the bank, Mr. Shin Dong Min - Chief Executive Officer of Shinhan Bank in Vietnam, said: *“As a leading bank in Korea, Shinhan Bank is a entrusted banker for our strong, transparent and reliable financial strength; as well as our constant efforts to improve the banking quality. Meanwhile, Coach Park Hang Seo and Captain Luong Xuan Truong are highly respected by Vietnamese football lovers for their fighting spirit and strong commitment for their big goals, which inspire and create a solid foundation for the team to make their historic achievement. These are the common values that connect us in this collaboration”.*

Together with choosing Brand Ambassadors to inspire positive lifestyle for the customers, Shinhan Bank is constantly striving to launch new financial products and services, as well as expand its existing networks in Vietnam to serve customers even better. Within April 2018, Shinhan Bank has launched simultaneously four new branches and transaction offices in Ho Chi Minh City and Hanoi, bringing the total number of branches and transaction offices to 30 across the country. With its sustainable development, Shinhan Bank continues to reinforce its position as the largest foreign bank in Vietnam.

() Be valid up to September 2018.*

ABOUT SHINHAN BANK VIETNAM

Shinhan Bank Vietnam Ltd. (“Shinhan Bank”) is a member of Shinhan Bank, 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 24,000 well-trained employees in 21 countries 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 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 2016. In two consecutive years, 2016 and 2017, 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.

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 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 30 branches and transaction offices. Shinhan Bank offers a diversified portfolio of tailored corporate and consumer banking products and solutions. With a wide network of branches and ATMs across Vietnam and modern e-banking service, we are serving millions of corporate and consumer clients.

For more information, please visit:

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