

MEDIA CONTACT

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

PRESS RELEASE

Shinhan Bank introduces the first ever Digital Branch service in Vietnam

Ho Chi Minh City, 22nd May 2017, Shinhan Bank Vietnam Ltd. (“Shinhan Bank Vietnam”) officially launches its Digital Branch service. This is the first time that this service has been launched in Vietnam, allowing customers to carry out a variety of banking services using tablet devices at their own home, rather than having to go to a branch like usual.

Digital Branch service is a model based on Shinhan Bank Korea's Outdoor Sales System (ODS) - the first bank in Korea to develop this service for the global market. To be deployed in Vietnam, the Digital Branch service has been studied and integrated with in-depth technologies to ensure optimal performance for retail banking services in Vietnam.

Specifically, with the Digital Branch service, customers no longer need to go to the bank but can still perform banking tasks like bank account registration; applying for ATM card, credit card; loan registration; online banking, SMS banking services... from home. Digital Branch service will also assist clients in calculating financial investments, such as deposits or loans.

Along with the highly secure tablets and professional financial advisors, Shinhan Bank's Digital Branch service is expected to provide you with utmost convenience and satisfaction, as well as setting a new standard in premium banking services in Vietnam. Shin Dong Min - CEO of Shinhan Bank Vietnam, said: "With the goal of becoming a leading digital bank in Vietnam, we are constantly striving to introduce optimal banking services, and the new Digital Branch service is an example. With the technology platform developed from the Mother bank and a deep understanding of the needs of customers in Vietnam, Shinhan Bank will advance to digitalize all banking activities, from services and products to working and management process, to ensure our customers are always served quickly, efficiently and safely”.

By the last April of this year, Shinhan Bank announced that it had agreed to acquire ANZ Bank (Vietnam) Limited's Retail Division. This successful transaction has been considered as a big step for Shinhan Bank Vietnam's development in Vietnam market, as well as a rapid growth for Vietnam retail banking in upcoming time. With the launch of Digital Branch service, Shinhan Bank once again affirms its superior background and pioneering position in technology as well as in customer service in Vietnam banking market.

ABOUT SHINHAN BANK VIETNAM

Shinhan Bank Vietnam Ltd. (“Shinhan Bank Vietnam”) is a part of Shinhan Bank, which is under Shinhan Financial Group (SFG). SFG, as the first civilian-controlled financial holding company in Korea, was established on the basis of Shinhan Bank, Shinhan Capital and Shinhan Investment Management.

SFG has been equipped with over 26,000 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 17 countries. In 2015, Shinhan Bank’s net profit ranked first in Korea’s Banking industry.

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 last 25 years, Shinhan Bank has built a broad network covering many cities and provinces with 18 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.

Additional information may be found at

Website: www.shinhan.com.vn | Facebook: www.facebook.com/NganhangShinhanbank/

###