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INFORMATION

SHINHAN BANK LAUNCHES THE CAMPAIGN “ENJOY TRAVELLING AND MAKING PAYMENTS WITH SHINHAN SOL VIETNAM”

Ho Chi Minh City, 12th April 2024 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) has launched the campaign “Enjoy travelling and making payments with Shinhan SOL Vietnam”. The program will be taken place from 08th April 2024 until the end of 14th April 2024.

Shinhan Bank is going on an exciting journey on a lovely mini-bus decorated with images of Shinhan Friends characters and the message “Enjoy travelling and making transactions anytime with Shinhan SOL Vietnam”. This activity aims to bring the brand of Shinhan Bank come closer to customers, simultaneously enhance convenient experiences of customers when using online financial products/services on Shinhan SOL Vietnam app.

On April 08th, 09th, 10th and 11th, 2024, the mini-bus of Shinhan Bank arrived Sunwah Tower, E-Town Tower, University of Industry and Quang Trung Software Park, making a great impression and attracting attentions of many customers, especially young customer segment, who are dynamic and tech-savvy.

Participating in this activity, customers can take photos with adorable Shinhan Friends characters such as: mischievous SOL bear, charming Moli, etc. and enjoy free cool glasses of fruit juice. Hundreds of attractive gifts have been awarded to customers when joining mini-game on Zalo app and check-in activities on Facebook.

Simultaneously, customers also have chances to experience online convenient products/services on Shinhan SOL Vietnam app such as: opening an account via e-KYC, opening a Be-SAFE debit card and receiving a lot of valuable rewards. Total value of rewards is up to VND 350 million with diversified types of gifts like SOL bears, tumblers, Shopee e-vouchers, cashback rewards and mobile phone top-ups.

The journey of Shinhan Bank’s mini-bus will continue to respectively take place in three days (April 12th, 13th and 14th, 2024) at Sunwah, Van Hanh Mall and Thiso Mall. Let’s come to check-in with lovely Shinhan Friends characters, get attractive rewards and experience the differentiation brought by Shinhan SOL Vietnam app.

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:

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

Facebook: www.facebook.com/Shinhanbankvn/

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