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**PRESS RELEASE****SHINHAN BANK SIGNS A PARTNERSHIP AGREEMENT  
WITH MUABANNHADAT.VN**

*Ho Chi Minh City, 31 July 2018* – Shinhan Bank Vietnam (“Shinhan Bank”) has officially announced of the partnership with MuaBanNhaDat.vn to promote brand name of Shinhan Bank through digital marketing tools and brokerage cooperation program of this property information channel. Accordingly, this partnership is using digital marketing tools on MuaBanNhaDat.vn to attract awareness of users on the identity of products/services provided by Shinhan Bank. E-communication channels of MuaBanNhaDat.vn will be also used as a bridge to connect users in need and financial consultants of Shinhan Bank. Besides the partnership on digital platform, Shinhan Bank and MuaBanNhaDat.vn will perform the brokerage cooperation program to create a connection between property brokers and Shinhan Bank.

“The signed agreement is a movement demonstrating Shinhan Bank’s ongoing focus on developing and expanding its market share in the retail banking services, typically, mortgage credits. This cooperation not only opens a new channel to access customers for Shinhan but also enables provision of information on banking utilities from one of the leading foreign banks in Vietnam to users of MuaBanNhaDat.vn”, Mr. Shin Dong Min - CEO of Shinhan Bank in Vietnam, shared.

Also at the signing ceremony, Mr. Emre Sigure - CEO of MuaBanNhaDat.vn, said: “Along with the rapid digital expansion plan, our objective is to become the information gateway in real estate transactions, as well as related sectors. It can be said that the cooperation between Shinhan Bank and MuaBanNhaDat.vn is a pioneer integrated model of an international bank and a property portal in Vietnam market. I hope this agreement will achieve initial results, as a premise of our long-term cooperation”.

Along with announcement of comprehensive strategic cooperation agreement between Shinhan Bank in Korea and Zalo messenger application in June 2018, the agreement with MuaBanNhaDat.vn this time further affirms Shinhan Bank’s strategy on partnership with technology partners to expand market share and provide more utilities to Vietnamese customers.

**About MuaBanNhadat.vn:**

MuaBanNhadat.vn has been the top property portal in Vietnam currently which was published in 2008 and invested by Ringier in 2010.

Ringier AG is the media corporation with various investment alternatives as Publishing, Digital, Entertainment, which located in 19 countries and run by more than 8,000 employees worldwide. With 26

years operated in Vietnam, Ringier AG has offered many leading brand, such as ELLE, MuaBanNhaDat.vn, Marry Networks...

## **ABOUT SHINHAN BANK**

*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, ShinhanBank had honor to be in the list of Top 50 Safest Banks in the world, released by Global Finance. ShinhanBank 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:

Website: [www.shinhan.com.vn](http://www.shinhan.com.vn) | Facebook: [www.facebook.com/NganhangShinhanbank/](https://www.facebook.com/NganhangShinhanbank/)

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