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PRESS RELEASE

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SHINHAN BANK SUCCESSFULLY ORGANIZES CUSTOMER APPRECIATION WEEK WITH THE "CARE IN EVERY INTERACTION" THEME

Ho Chi Minh City, April 2, 2026 – Shinhan Bank Vietnam Limited ("Shinhan Bank") successfully organized the Customer Appreciation Week – March 2026, held from March 23 to March 27, 2026, across its nationwide network of branches and transaction offices.

Under the theme "Care in Every Interaction", the program was designed to express sincere appreciation to customers for their continued trust and companionship with Shinhan Bank, while reaffirming the Bank's commitment to enhancing service quality and delivering consistent customer experiences at every service touchpoint. Throughout the five-day event, various customer care activities were simultaneously implemented nationwide, reflecting Shinhan's spirit of professionalism and customer-centric service.

A highlight of the program was the Shinhan Travel Bag, a specially designed gift exclusively created for the event. Customers opening new banking products and services at branches during the program received the gift as a token of appreciation. With its modern design and practical functionality, the travel bags symbolized Shinhan Bank's long-term commitment to accompanying customers in their financial journeys. The positive response from customers further demonstrated the growing and sustainable relationship between Shinhan Bank and its customers.

In addition to appreciation activities, the program also attracted strong interest in financial solutions tailored for business customers. During the event, customers registering for the Maximize Account received attractive benefits, including a complimentary Ting Ting Speaker and a Prosperity Account Number Package valued at up to VND 5.5 million when opening a SOHO MMDA current account and linking it to the auto-earning account.

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Customer Appreciation Week in March 2026 concluded with many positive outcomes, strengthening customer engagement while reinforcing Shinhan Bank's image as a financial institution that places customer experience at the heart of its development strategy. Amid the rapidly evolving financial and banking landscape, Shinhan Bank continues to pursue sustainable growth by enhancing service quality, deepening customer understanding, and delivering increasingly optimized banking experiences.

The program also marks the beginning of Shinhan Bank's customer engagement initiatives for 2026, with many upcoming activities planned to further improve service experiences and customer value.

For more information on promotional programs, please visit https://shinhan.com.vn/vi or contact the Customer Support Center at 1900 1577.

ABOUT SHINHAN BANK VIETNAM

Shinhan Bank Vietnam Limited ("Shinhan Bank") is a subsidiary of Shinhan Bank Korea, a member of Shinhan Financial Group (SFG). SFG is a leading financial group in South Korea, founded on the foundation of Shinhan Bank Korea, Shinhan Investment Corporation, and Shinhan Asset Management. SFG is listed on both the Korea Exchange (KRX) and the New York Stock Exchange (NYSE). SFG and Shinhan Bank Korea are among the top 10 Domestic Systemically Important Banks (D-SIBs) in the South Korean banking system.

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, we have 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. Simultaneously, the Bank has also strengthened digital transformation process by applying advanced technologies to products/services, in order to bring "More friendly, More secured and More creative" financial solutions to customers.

With the mission of "A better world through finance", Shinhan Bank has constantly contributed to Vietnam's socioeconomic development not only in terms of business operation, but also through meaningful social activities carrying profound humanity value. Shinhan Bank contributed more than VND 91 billion to social activities from 2007 up to now.

For more information about Shinhan Bank Vietnam, please kindly visit:

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

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