

PRESS RELEASE

SHINHAN BANK VIETNAM AND EMBASSY EDUCATION GROUP SIGNED A STRATEGIC PARTNERSHIP AGREEMENT

Ho Chi Minh City, 04 May 2022 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) and Embassy Education Group (“EE”) signed a strategic partnership agreement to establish an exclusive tuition assistance program for students studying in the EE, thereby encouraging student’s future learning journey.

Embassy Education Group is The first creative education eco-system in Vietnam, consists many educational brands, including: Little Em's – the first official Reggio Emilia Approach® Pre-school in Vietnam, specifically for Vietnamese children from 18-months to six years old.; North London Collegiate School Ho Chi Minh City – the first academically selective co-educational school in Vietnam, combined Vietnamese and international education curricula; Soul Music and Performing Arts Academy (SMPAA) – a system of leading music and performing arts training schools which teaches music and performing arts classes. These brands will resonance and aid in the overall development of students from preschool to adulthood.

Within the framework of the partnership agreement, EE will collaborate with Shinhan Bank to develop a tuition assistance program with a 0% interest rate for students studying at EE’s schools, in order to give the best assist to parents and students in financial aspects during the learning and training processes at EE. Shinhan Bank will promote EE brands and promotion programs while also collaborating to arrange communication events and activities in accordance with the two parties' consistent plan.

In contrast, EE will also accompany the introduction of products and benefits when participating in service packages of Shinhan Bank to members of EE, including enrollment partners, parents, and students. EE will work with Shinhan Bank to conduct activities aimed at marketing the bank's products and services to EE members, as well as display advertising materials created specifically for this relationship at EE.

Shinhan Bank has committed to providing EE parents one year of a complimentary experience of Private Wealth Management (PWM) service in addition to the tuition aid program with a 0% interest rate. Parents will be served by a dedicated and experienced management team, as well as have access to PWM premium lounges at domestic and international airports, waived domestic and international transfer fees, transactions with competitive exchange rates, and attractive deposit/loan interest rates.

According to the collaboration agreement, Shinhan Bank would consider extending corporate loans with competitive interest rates to EE or subsidiaries in order to invest in infrastructure and equipment for teaching and training. Simultaneously, Shinhan Bank aims to offering preferential and convenient banking services to EE's personnel, teachers, and students of associated schools in the EE's system, including as payroll service, teacher loans, and credit card opening service.



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The signing event marks the beginning of a long-term connection journey and collaboration for mutual development between Shinhan Bank and EE, as well as a commitment to use both parties' available resources to bring practical values to customers through outstanding financial products and services from Shinhan Bank and quality training programs from EE.

ABOUT SHINHAN BANK

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 over 29 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.

Shinhan Bank was awarded the “Best Retail Foreign Bank in Vietnam 2020”, the “Best Foreign Bank in Vietnam 2021”, and the “Best Company To Work For In Asia” for three consecutive years by HR Asia publication.

For more information about Shinhan Bank Vietnam, please visit

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

Facebook: www.facebook.com/Shinhanbankvn/

ABOUT EMBASSY EDUCATION

Embassy Education was built basing on creative educational platform that help reshape the future Vietnamese generation and encourage them becoming the best version of themselves. The member educational brands of ecosystem, including Little Em’s Preschool, North London Collegiate School Ho Chi Minh City – Vietnam Tinh Hoa Primary School, Soul Music and Performing Arts Academy, Vietnam Contemporary Visual Arts Academy, Vietnam International Sport Institute, etc. are established to assist comprehensive development of students and help each student discover who they are, what they care deeply about how to successfully navigate their way through life.

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