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PRESS RELEASE

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SHINHAN BANK VIETNAM AND VISA PARTNER TO PROMOTE PAYMENT SOLUTIONS TO SMEs

Ho Chi Minh City, on 16th June 2025 – Shinhan Bank Vietnam Limited ("Shinhan Bank") and global payment technology company Visa jointly participated in the "Cashless Day 2025" event, themed "Cashless Payments to Boost the Digital Economy". Held on June 14–15, 2025, the event was hosted by the State Bank of Vietnam (SBV) and co-organized with Tuổi Trẻ Newspaper and NAPAS. Over the past six years, the event has spread awareness of the benefits of non-cash payments, helping shape and reinforce consumer and business habits across Vietnam.

At Nguyen Hue Walking Street, the "Cashless 2025" series featured various activity zones, bringing to life a smart, cashless society through engaging experiences at participating booths. Visitors enjoyed shopping, and entertainment powered by modern digital payment solutions. The event drew over 120,000 attendees.

Shinhan Bank created a distinctive experience zone within the **Ting Ting Wow** area, attracting a large number of guests. The booth showcased prominent digital financial services, especially **payment solutions co-developed with Visa** for the SME segment. Visitors could also enjoy interactive minigames, win thousands of gifts, and access attractive promotional offers.

As part of the event, on June 14 at Rex Hotel, Shinhan Bank and Visa representatives spoke at a conference titled "Cashless Payments Driving the Digital Economy". Speakers shared international experiences—particularly from South Korea—on cashless payment development and emphasized the importance of collaboration among financial institutions, tech providers, and government to build a secure and modern payment infrastructure that encourages a shift in consumer behavior.

Shinhan Bank and Visa have long maintained a strong partnership in delivering innovative and secure payment solutions via a range of cards, tailored to the evolving needs of cashless transactions—especially

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in the digital age. Recently, both sides have focused on expanding payment options for SMEs, highlighted by the launch of two SME-focused credit cards: Shinhan SME and Shinhan Business Owners. These cards offer: up to 5% cashback on eligible spending and various premium benefits such as: free airport fast track access, Korean visa facilitation, up to VND 12 billion in international travel insurance, etc…

Ms. Dang Tuyet Dung- Country Manager, Visa Vietnam & Laos shared: "At this event, Visa collaborated with Shinhan Bank to introduce SME-focused solutions at the Ting Ting Wow exhibition zone. These solutions help business owners better manage finances by separating personal and business spending, earning rewards on card transactions and POS revenue, and enjoying premium services. By simplifying payments and improving credit access, our products empower SMEs and contribute to building a sustainable and secure financial ecosystem in Vietnam."

Mr. Kim Dae Hong, Deputy General Director, Shinhan Bank Vietnam, added: "Over the years, Shinhan Bank has strived offer comprehensive digital financial solutions that enhance convenience and safety. Shinhan Bank actively seeks meaningful partnerships—like with Visa—to accelerate the development of diverse payment options. This helps meet rising customer expectations and supports Vietnam's transition to a cashless society, aligned with Government and SBV directives. We believe insights shared at today's conference, including South Korea's experience, will help Vietnam strengthen its national digital transformation strategy."

In 2025, Shinhan Bank also launched POS payment services, supporting diverse payment methods including Visa, MasterCard, NAPAS, contactless (NFC), and QR code payments. These services help businesses reduce cash-handling risks, improve operational efficiency, and optimize cost management.

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, towards the target of "Becoming the leading digital bank in Vietnam in 2030".

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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 81 billion to social activities from 2007 until the end of 2023. Particularly in 2023, the Bank contributed the amount of over VND 4.8 billion, with 492 hours for social activities and 5,563 of employee's participation times.

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

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