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Ho Chi Minh City, March 28th, 2022 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) has officially announced the appointment of Mr. Kang Gew Won to take the role of the bank’s Chief Executive Officer.

Mr. Kang Gew Won joined Shinhan Bank of Korea in 1995 and has held numerous top leadership roles during the course of his 16-year career. Starting to work in Vietnam since 2011, Mr. Kang Gew Won has made active contributions to the development of Shinhan Bank Vietnam with the positions: General Manager of Bac Ninh Branch, Deputy General Director in charge of Corporate Banking.

As a new CEO of Shinhan Bank Vietnam, he directs the bank's development in accordance with the "**Friendly bank**" strategy, giving three core focuses to the bank, which include:

"Customer-friendly" - Taking the client experience as the primary goal, working toward personalizing financial products/services, and continuously refining procedures to deliver simplicity, safety, and responsiveness that optimally match the financial demands of each individual customer segment.

"Friendly innovation" - Accelerating bank digital transformation, automating the process of bringing customers current, safe, and convenient financial products/services, and keeping up with contactless payment trends.

"Friendly working environment" - Continue to create an ideal working environment for employees by expanding chances for personal development and advancement. At the same time, we aim to develop employees' knowledge and skills through internal training courses and practical community activities.

Mr. Kang Gew Won stated: *"Customer needs are constantly changing, and Shinhan Bank Vietnam should actively innovate to fulfill varied needs. In a challenging business environment like Vietnam, flexible adaptation is important to create long-term value and success for the bank and customers."*

A highly experienced with deep knowledge of banking-finance, as well as a long working history, all contribute to his ability to recognize and seize the Vietnamese market's development trend. In the long run, Mr.Kang Gew Won will continue to implement flexible business strategies tailored to the Vietnamese market, as well as develop new products and services. A modern, user-friendly digital bank and expanded network are all contributing to Shinhan Bank Vietnam's success and long-term growth in this dynamic market.

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/