

The Mett Building

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NEW INFORMATION

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SHINHAN BANK VIETNAM COLLABORATES WITH GENKI HOUSE TO IMPLEMENT THE FINANCIAL SUPPORT PROGRAM WITH 0% INTEREST RATE

Ho Chi Minh City, 5th of August 2024 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) and Genki Elderly Living Center (“Genki House”) officially collaborated in implementing the financial support program with a preferential interest rate for customers, who use Shinhan credit cards to settle for services at Genki House. The partnership not only helps customers find the best financial solutions, but it also makes substantial benefits to the community by creating one of Vietnam's first premium health care models for the elderly.

Within the framework, Shinhan Bank and Genki House will coordinate to implement the financial support program with 0% interest rate for customers, who use Shinhan credit cards to settle for service packages at Genki House. The financial support program aims to support customers in flexible financial allocation, which is suitable with personal finance, simultaneously enjoying quality health care service at Genki House.

Genki House is built as a living, physical and mental health care environment for the elderly with a variety of mental, physical, meditation activities such as yoga, nutrition care, connection and sharing activities, etc., based on specific schedules, to improve physical strength and prevent dementia syndromes in the elderly. Genki House also boasts a team of dedicated and well-trained doctors and nurses for private care and treatment for the elderly, thereby assisting them to enjoy a meaningful and quality life.

Mrs. Le Thi My Tho – Director of Institution Marketing Center of Shinhan Bank Vietnam stated: *“With the motto “Customer-Centric”, we always focus on creating outstanding values to serve for diversified demands of customers. The collaboration between Shinhan Bank and Genki House will provide extra values to customers of Shinhan Bank in benefits of health care and protection for beloved ones like*

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grandparents/parents with premium and quality services from Genki House. Thereby, performing a similarity in mission of Shinhan Bank and Genki House in bringing better values to community”.

Mrs. Nguyen Thi Kieu Oanh – Founder, Chairman of Khoi Nguyen Investment Corporation (KNI), Genki – Living Energy Company Limited, owner of Genki House, shared: “*Genki House is continually striving to provide the best value to customers through competent services based on Japanese model, which has the highest elderly population in the world and is known for providing the best care services, as well as having a similar East Asian culture to Vietnam.*

Moreover, we are always looking for added benefits for customers during the process of experiencing services at Genki House. Therefore, we believed that the collaboration with a reputable partner in the financial and banking industry like Shinhan Bank will support us to enhance benefits for customers through providing optimal financial solutions, thereby assisting them to be proactive in their financial plans and enjoy premium health care services.”.

ABOUT SHINHAN BANK VIETNAM

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 30 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. 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”.

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:

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

Facebook: www.facebook.com/Shinhanbankvn/

Instagram: <https://www.instagram.com/nganhangshinhan/>

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ABOUT GENKI ELDERLY LIVING CENTER (GENKI HOUSE)

“Genki” in Japanese is “living energy”. We choose this name due to a desire of contributing to bring a positive and full of energy life to the elderly.

At Genki Elderly Living Center (Genki House), we believed that every individual deserves the best care, especially the elderly, an important and inevitable factor contributing to forming the value levels of our society.

Inspiration to build Genki House comes from the concerns for mental and physical health of our own grandparents and parents. As grandchildren/children we understand the challenges and responsibilities associated with ensuring mental and physical health of beloved people, especially when we cannot be with our grandparents/parents continuously every day.

That the reason the formation of Genki House’s mission. Not only provide the best health care services for the elderly, but also we bring the confidence and the trust to their family.

Website: <https://genkihouse.vn/>