The Mett Building
15 Tran Bach Dang St., Thu Thiem Ward,
Thu Duc City, HCMC
Tel: (84-28) 3829 1581
Fax: (84-28) 3829 1583

PRESS RELEASE

Contact Information
Shinhan Bank Vietnam
Ms. Dinh Doan Sao Kim
Phone: (84) 28 3828 7900 – Ext 266
Email: saokim@shinhan.com
kimdinh.shb@gmail.com

SHINHAN BANK VIETNAM CONCLUDES CUSTOMER APPRECIATION WEEK WITH FESTIVE YEAR-END HIGHLIGHTS

Ho Chi Minh City, on 18rd December 2025 – The Customer Appreciation Week program is coming to the end. Taking place from December 15, 2025 to December 19, 2025, the Customer Appreciation Week brought memorable moments to customers when visiting 56 branches and transactions of Shinhan Bank nationwide.

Taking place during the vibrant year-end festive season, the program served as a heartfelt gesture of gratitude to customers who have trusted and accompanied Shinhan Bank throughout 2025. The campaign delivered warm experiences, meaningful gifts, and a wide range of attractive promotions.

Under the theme "Bring Festival Spirit to Life", Shinhan Bank branches/ transaction offices were decorated with a warm and modern Christmas ambiance, offering customers a welcoming transaction environment alongside professional banking services.

During the program, customers visiting Shinhan Bank branches received festive Christmas gifts, including seasonal coffee and cocoa gift sets from 1300'S Coffee, along with opportunities to check in and capture memorable moments at decorated transaction areas.

Along with in-branch activities, Shinhan Bank collaborated with reputable partners to offer attractive promotions. Notably, customers enjoyed discounts of up to 50% on selected LG home appliances and electronic products, providing access to modern technology solutions for the holiday season. The festive spirit was further extended through digital channels, where customers participated in social media mini-games for a chance to receive Laneige beauty gift sets.

In addition to appreciation activities, Shinhan Bank also introduced a range of attractive financial promotions during the December Customer Appreciation Week, including preferential interest rates for

The Mett Building
15 Tran Bach Dang St., Thu Thiem Ward,
Thu Duc City, HCMC
Tel: (84-28) 3829 1581
Fax: (84-28) 3829 1583

savings customers, gifts for customers registering for and using banking products and services, as well as various shopping offers from partner brands. These programs delivered practical value while enhancing customers' overall financial experience during the year-end peak period.

Customer Appreciation Week in December marked the final highlight of Shinhan Bank's customer appreciation campaign series in 2025, reaffirming the Bank's commitment to placing customers at the center of its service philosophy and continuously enhancing customer experience.

To explore more promotional programs, please visit our website https://shinhan.com.vn/en or contact our Contact 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/

Facebook: www.facebook.com/Shinhanbankvn/

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