

The Mett Building

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PRESS RELEASE

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SHINHAN BANK VIETNAM CONTINUES RECEIVING DEBIT GROWTH CATALYST 2024

Ho Chi Minh City, December 26th, 2024 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) is honored to be recognized in the category of the “Debit Growth Catalyst 2024” award by Mastercard. The award was presented at the annual event “Vietnam Appreciation Dinner 2024” recently.

2024 marks a significant milestone in advancing Shinhan Bank's cashless payment promotion. Through continuous efforts to enhance product services, Shinhan Bank has achieved impressive growth in debit card payment volume, contributing to enhancing customer experience and improving financial efficiency. Moreover, Bank always prioritizes ensuring payment card security. Modern and advanced security measures such as 3D secure technology are consistently applied to protect customers' card information.

Mr. Kang GewWon, CEO and General Director of Shinhan Bank shared: *“This award shows Shinhan Bank’s endless efforts for a better service and promote cashless payments. Shinhan bank has continuously innovated and applied the latest technologies to provide the comprehensive experiences for our customers. We believe that with the support and trust of our customers, Shinhan Bank will continue to achieve new successes and bring more value to the community”*.

“The Mastercard Customer Forum 2024, is an annual event that celebrates significant collaborations between Mastercard and our valued partners in Vietnam. We are delighted to recognize Shinhan Bank’s innovative solutions with the Debit Growth Catalyst and the commitment of Shinhan Bank. At Mastercard we deeply value our partnership with Shinhan Bank and are committed to further strengthening it as we collaborate to drive digital transformation in Vietnam”, said Winnie Wong, Country Manager of Vietnam, Laos, and Cambodia, Mastercard.

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In the future, Shinhan Bank will continue to invest in technology and card incentive programs to encourage card usage, retain customers, enhance customer service quality, and further promote cashless payments in Vietnam.

Previously, Shinhan Bank launched the SOL Travel international debit card product for individual customers who love traveling or young individuals studying or working abroad. The card features unique points accumulation, 3 types of insurance privileges, global airport lounge services, and a 0.99% foreign exchange transaction fee discount.

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”.

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/

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ABOUT MASTERCARD

Mastercard is a global pioneer in payment innovation and connection technology of a billion customers, issuers, businessmen, governments and enterprises in the world. Mastercard works to connect and power an inclusive digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential.

Website: <https://www.mastercard.us/en-us/>



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